

MARCH, 1914

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

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FEDERAL SIGNS
SAN FRANCISCO, CAL.

HART SCHAFFNER
& MARX
CLOTHES

PAUSON
&
CO.

TUCHLER'S

LUNDSTROM
& HATE

FEDERAL ELECTRIC SIGNS

"The best in the long run"

Federal Sign System (Electric)

NEW YORK

CHICAGO

SAN FRANCISCO

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LAKE & DESPLAINES STS.

257-269 EIGHTH ST.

BUCKEYE



This is the last month for going after industrial lighting
this season. Those central stations and agents who handle

BUCKEYE LAMPS

find

Buckeye Co-operation

the most practical assistance in getting and keeping this class of
business on a profitable basis.

The Buckeye Electric Division

National Lamp Works of General Electric Co.

CHICAGO

CLEVELAND

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PITTSBURGH

H. E. WELLS, AGENT, DALLAS, TEXAS







ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

VOLUME XIII MARCH, 1914 NUMBER 3

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EARL E. WHITEHORSE, Vice-President and Secretary
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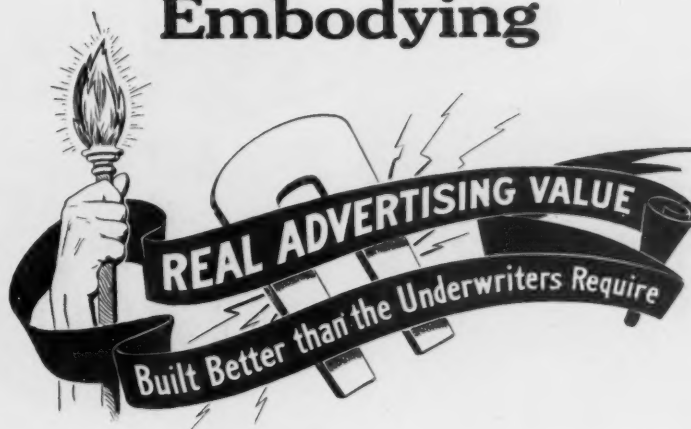
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Creators and Builders OF Electric Signs

Embodying



Including skeleton, grooved, raised, flush, sunken and porcelain enamel letters.

Our flashers are made under our own roof and are of special adjustable type, having many advantageous features.

Write for list and discount, also Motors, Reflectors and DeLuxe Bulletin Boards.

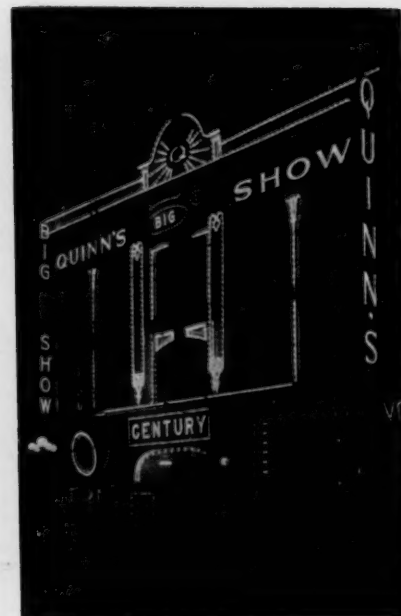
We manufacture the "Cusack" DeLuxe lamp color, which we guarantee to last the life of a standard lamp.

*We can best serve you pertaining
to an Electric Sign*

Thos. Cusack Company

CHICAGO, ILL.

A FEW RECENT SIGNS FROM OUR WESTERN FACTORY



Sign business is booming on the coast; Greenwood *Individuality* is doing it.

We are finishing the last of four displays for the four Quinn Theatres in Los Angeles. Quinn's electric advertising is making him rich. The two pictures show the scale of these installations—the Superba burns 5,000 lamps.

The Rainier sign is very large and a vivid forceful flare of life and color.

We have utilized the Greenwood Shadow Pictures in the Diving Girl and the Unicorns—(Tucker-Leach patents pending.) This is the most realistic sign illusion ever conceived.

Greenwood *Individuality* wins everywhere; wins the order for the central station; wins the business for the advertiser. Let our nearest factory serve you.

Individuality

Greenwood Advertising Co., Knoxville, Tenn.
Greenwood Advertising Co., (Western) Los Angeles, Calif.

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Edited by FRANK B. RAE, Jr.

EARL E. WHITEHORNE, Managing Editor

A Story of Salesmen and Six Years' Growth

Some Interesting Facts and Figures About the Elmira Central Station
and the Men Behind It

By FRANK E. TRIPP
Advertising Manager Elmira Water, Light & Railroad Company, Elmira, N. Y.

[The title of this story of Elmira is aptly chosen, for it is exactly from that angle of comparison that Mr. Tripp's article should be read and pondered. There are plenty of central stations that can show greater yearly increase figures, but not in a city of this size and in such gain-proportions. There are plenty of central stations that have graduated good men to higher places, but not with such consistent sequence. It is not often that a single company enjoys the opportunity to benefit by the consecutive and cumulative abilities of so many men of proven worth.]

Mr. Tripp's story does not attempt to go into the detailed narration of the many events of these years. Campaign followed campaign and many were the ingenious and original sales schemes utilized, as examination of the back files of Electrical Merchandise will attest. The point of this story is the record of development achieved in a normal community, by a company long in business, through a sales policy that would be satisfied with nothing less than a big success. And it shows again, that no central station salesman need feel limitations to his own opportunity; the ladder is already fashioned to fit his feet.—Editor.]



HERE are few central stations, east or west, that after years of gradual development have whirled in and increased the output of the plant by about 125 per cent, jumped the meters in use by over 75 per cent, boosted the horsepower connected by 150 per cent, and the 50-watt equivalents by 66 per cent all in the short space of four years. That is the record of the Electric Department of the Elmira Water, Light and



H. N. McConnell

Railroad Company, Elmira, New York. And in the meantime, the Gas Department had piled on over 5,000,000 cubic feet, the Water Department had added 2,500 meters, and the Railway Department boomed along with similar gains.

The precise figures represented by these developments in the Electric Department are as follows:—

Electric Out-put		K. W. H.
1908.....	7,136,702	
1909.....	9,108,309	
1910.....	12,713,075	
1911.....	13,290,331	
1912.....	16,423,450	
1913.....	19,041,850	

Meters in Use	
Jan. 1, 1909.....	1,976
Jan. 1, 1910.....	2,207
Jan. 1, 1911.....	2,557
Jan. 1, 1912.....	2,995
Jan. 1, 1913.....	3,605
Jan. 1, 1914.....	4,375

Horsepower Connected	
Jan. 1, 1909.....	2,168
Jan. 1, 1910.....	2,243
Jan. 1, 1911.....	2,954
Jan. 1, 1912.....	4,019
Jan. 1, 1913.....	5,024
Jan. 1, 1914.....	7,087

50-Watt Equivalents	
Jan. 1, 1909.....	49,868
Jan. 1, 1910.....	57,789
Jan. 1, 1911.....	62,052
Jan. 1, 1912.....	70,998
Jan. 1, 1913.....	81,470
Jan. 1, 1914.....	96,910

During the year 1912 Elmira's street lighting was materially improved by the addition, in the business district, of 121 ornamental, boulevard type, street lighting standards, each containing three 60-watt Mazda lamps, which together with the many flat rate electric signs in service—from which an annual gross revenue of nearly \$4,000 was enjoyed by the Elmira Company—gave the city's business district an air of prosperity and progress.

The Further Mark of 1913

"During the year 1913"—I quote from the report of A. B. Hitzel, Commercial Manager—"we have contracted for new power consumers to the extent of 2063 h. p., which figure does not include a contract for 500 k. w. or 675 h. p. with the City of Corning, this contract being closed, but not signed during 1913.

"We also closed 25 sign lighting contracts, an increase of 10 over 1912, and sold signs to the amount of \$1,015.80, on which our profit was \$100.86. We look for a \$1,200



T. B. Rhodes

increase in annual revenue from this new sign business.

"During 1913 we gained 746 electric meters, as compared with 634 in 1912 and 438 in 1911. During the year we carried for our customers 128 new housewiring contracts amounting to \$9,461.42, on which our profit was 5 per cent, or \$473, aside from the added revenue. The gross sales

for the year in the Commercial Department amounted to \$26,572, with a profit of \$2,596.25.

"The estimated increase in revenue for the Electric Department for 1913 was \$62,504.44, as against \$31,059.53 for 1912, showing an increased revenue resulting from this year's work of \$31,444.91. This figure does not include the new street lighting contract, which eliminates entirely all moon-light schedules in favor of all-night lighting, and which will bring us an added revenue of over \$7,500 for the next five years, or \$37,500."

sumers Electric Light and Power Company in New Orleans, La. F. H. Hill is now general manager in Elmira and A. B. Hitzel is commercial manager. Truly things have been hopping in this "upstate" city of 50,000 population.

The story of this spectacular development is an interesting one, for from start to now it is a story of salesmen.

The Coming of McConnell

Up until Mr. McConnell came to Elmira in 1908, business had been allowed to ac-

lines—the interests of the big men at the top were naturally divided and the days of specialized commercial departments had not yet reached the smaller cities. Campaigns had been numerous and results satisfying but the never-ceasing, always-alter-campaign in every department, had been lacking.

S. J. Dill, now vice-president of the United Gas and Electric Corporation came to Elmira as general manager of the properties, following the resignation of William W. Cole, who became interested, as he still is, with Day and Zimmerman of Philadelphia. Mr. McConnell put in his modest appearance soon after Mr. Dill's arrival. He looked and acted like an ordinary solicitor, and if he will tell you the truth about it, I think he will admit that that was about all he was at the time. But he had the stuff in him which has since developed and he hadn't been around town long before he had every business man waiting for his new story and ready to give him an audience even though he had no kind of an idea of hanging out that elaborate electric sign which Mac had designed for him.

How the Organization Developed

It wasn't long, however, before a sign here and there began to gleam forth. Each was an advertisement for the next one, but it took all the ingenuity and energy of the restless McConnell to crowbar the first few fellows into believing that he was going to give Elmira a Great White Way. The electric sign game never was easy in Elmira and isn't easy now. The well lighted business street with its many signs and boulevard lighting system is more of a monument to Mr. McConnell and his successors here—Thomas B. Rhodes, A. B. Hitzel, F. D. Murphy, and A. R. Wager, and to Roy S. Smith, now general promotion man with Day and Zimmerman, but my predecessor up to 1911 as advertising manager, in Elmira—than it is a credit to the natural progress of the city.

As I say, Elmira has been a school for salesmen, but they paid their tuition in good business gained. When McConnell came there was but one lone general solicitor for him to work with. The company occupied an old building. McConnell set to work to make friends for the central station, to arouse a popular interest and appreciation in electricity and all its works, and he went about planting the seed, reaping the early harvests and increasing the department. In 1910 he was transferred to Colorado Springs and made commercial manager of that property. Murphy brought to the larger sales force in Elmira, a particularly timely skill in organization and made so good a record as an executive that promotion carried him to the Altoona Gas, Light & Fuel Company as general manager, and then to head the Houston Company. Wager followed but ill health forced him to leave the industry. During the progressive period of the general managership of H. M. Beardsley, Rhodes came in with a genius for system that added further strength to the department and through promotion, carried him to New Orleans, as commercial manager and then general manager. Mr. Hitzel joined the organization from southern properties of the Electric Bond and Share Company, and his 1913 report speaks for his success.

Education the Great Sales Factor

It is my belief that the lunge toward an "Electric City" and toward making Elmira, as it is, the electric centre of all southern



Exterior and Interior of E. W. L. & R. R. Offices

Promotions From Elmira

So much for the figures. The Elmira central station was organized 1900 and in the six fat years which followed one general manager, Mr. S. J. Dill, has been graduated to become vice-president of the United Gas & Electric Corporation, the parent company, and three Elmira commercial managers have stepped up—H. N. McConnell to become general commercial manager for all the United Gas & Electric Corporation properties, F. D. Murphy to become general manager of the Houston Gas & Fuel Company, Houston, Texas, and T. B. Rhodes to become general manager of the Con-

cumulate to a great extent by its own impetus. The steady and healthy growth of the city had made the results satisfactory up to that time but the surface had hardly been scratched from a commercial standpoint. Advertising campaigns were not followed out through an organized commercial department which trailed every prospect from an electric iron to a power user. It was not because there had not been thorough and progressive men at the head of things, but rather largely because in its wide range of dealings with the public—through street railway, water, natural and artificial gas, electricity and suburban

New York State, was the direct result of the first battle won in the education of the business interests and the lighting of the streets. It may be hard for electrical men to believe that eight years ago Elmira had not an electric sign and that even much later many of the leading stores were lighted by gas.

Electricity is its own greatest advertiser, or better said, electricity *was* its own greatest advertiser, for I believe the day has come when it is such a commonplace thing with the public that to gain that degree of development which increases profits by pulling up the "valleys," a greater and more persistent advertising service is needed than for the sale of any of the major commodities, because every two contracts make a greater "peak" which a third must overcome, or seek to overcome. It is these "third contracts" which Elmira has been after.

Campaigning for House Wiring

In a community where home owners multiply almost faster than building contractors can accommodate them, we have found it necessary to keep everlastingly after the house wiring game. There are few weeks in the year when it is not necessary and a careful study for several years past seems to show that those weeks are in December and August. Strangely enough July is a big month, perhaps because it has been made so.

In order to best reach the maximum amount of business among the small home owners and to get to them with a proposition which they could meet, the plan has long been in use, to wire their homes, installing the fixtures and permitting them to pay for the work in monthly payments, from three to ten months. The company does no wiring. It will permit the customer to select the electrician of his choice. The company will place the contract with that electrician and the contractor will do the work, and get his pay, thus giving the customer the benefit of a cash job and the company carrying the account. So far as I know, in many years there has never been a default and hundreds of modest homes have been wired in this manner, homes which otherwise might never have become prospects for the central station. And there appears to be no decrease in the enthusiasm over the plan. It has created users in localities which before were hardly given more than an incandescent in the street lighting layout.

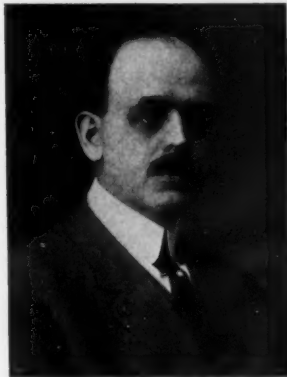
Education in the use of household electric appliances has followed every wiring contract. Consumers have been swamped with every manner of advertising ingenuity and printer's ink. The newspapers have been used freely and all in all, the growth in this direction seems to point to judicious advertising. The commercial department follows the advertising zealously. It has been particularly true in the comparatively short time that F. H. Hill has been in the general management of the properties, that there has been more energy given to the advertising and commercial departments, through greater encouragement in that direction. Mr. Hill's plan appears to have been to "try anything once" and to try things seems to have been to succeed in them. The spirit of progress is kept kindled by meetings of department heads held bi-weekly, at which everybody "speaks freely."

The Policy of Publicity

A frankness with the customer, and a well organized complaint department, which really adjusts complaints and assures fair

rates have made it easier for the advertising man. Flash advertising is seldom resorted to. Persistent, steady, common-sense advertising, which tells the truth every time, and leaves something better to follow, appears to be the successful kind. Argumentative advertising, the kind that gives a reason; reader stuff, in story form; a full page for example, which fails to contain the name of the company even, put up in magazine section style, telling the public how lucky they are, etc., keeps folks good natured and gives the personal representative and follow-up man a chance for his life. And, believe me, it is no child's task to sell a city all of its electricity, all of its gas, all of its water and all of its street railway transportation—and keep 50,000 people good natured.

The development of power users has been, I believe, largely the result of personal solicitation. Power has not been neglected in the advertising department, but necessarily, the scope of it has been restricted. Occasional reminders have been given to prospective power users but it has required the engineer "on the spot" and they have



A. B. Hitzel

been successful. The steam power plants now lay idle in scores of big manufacturing concerns as a result. Among notable achievements in this direction have been the American-LaFrance Fire Engine Company, the largest manufacturers of fire apparatus in the world, the Morrow Manufacturing Company, makers of all the small machine parts of the big Willys-Overland automobile industry and large cotton and silk mills of which Elmira has several.

The New Plant

There has just been completed a monster electric power plant, built in units with an ultimate capacity of 40,000 horsepower. This will serve as the central station for Elmira, the city of Corning, 19 miles distant, Horseheads, Monteur Falls, Millport, Pine Valley, Watkins, Big Flats, Painted Post and a goodly portion of the "Central Southern Tier." It also moves the wheels of the street car lines in Elmira, Corning, Watkins and Painted Post and furnishes the power for the Elmira & Seneca Lake line, 22 miles in length, and the Elmira, Corning and Waverly line, 39 miles in length.

These things show the development in a comparatively few years and the campaigns are still in their infancy. It is difficult to appreciate the phenomenon without having stood by and seen the wonderful growth and progress and it is amazing to see all that has been accomplished and to comprehend the possibilities which still present themselves in what may seem so small and so restricted a territory. It is the result of a wonderful organization, substantially

backed, and the selection of the best men to do whatever need be done. Thus it was that this property was pulled out of the receiver's hands and placed where it stands today.

Indirect Lighting for the Panama Exposition

A system of lighting never before utilized in expositions, for the reason that the mechanism making it possible has never before been perfected, will maintain, at night, the chief zone of illumination throughout the 625 acres of the grounds of the Panama-Pacific International Exposition to a height of 125 feet, with a variation of but five per cent throughout this height.

This light will for the most part be created by "Nitrogenous arcs" similar in form and principle to the ordinary incandescent lamp, save that here the metal filament burns not in a partial vacuum, but in an atmosphere of nitrogen gas. The light of this lamp is intense and one the size of an ordinary 32 candle power bulb, will yield 2,500 candle power. The lamps will be ranged up and down standards of from ten to thirty feet in height, and the eye of the observer will be shielded from the powerful direct rays by metal banners. In fact, all the lighting of the exposition palaces and grounds will be by the indirect "flooding" system, from concealed sources. The main advantage of this system over the old outline plan of using electric bulbs along the architectural lines of buildings, as at previous expositions, is that it permits the beauty of perspective and shadows to be preserved.

Realizing that the old outline system, with all its crudities and faults, had certain merits, the exposition engineers and architects have substituted polished jewels of hardest glass, with which architectural lines and ornamentation upon the palaces will be emphasized. These jewels are of various colors, cut like huge rose diamonds, and are hung upon pendants so that they tremble constantly with the natural vibration of the palaces, while the least breath of breeze has the effect of causing them to flame into life, and the walls of the palaces to glow with multicolored fire, like live coals which have been blown upon.

The searchlight scintillator, which, in a modified form, was experimented with during the Hudson-Fulton celebration, will be used in its perfected form, from a tower upon an outjutting point enclosing the yacht harbor. A battery, the most powerful ever seen in this country, composed of forty-eight 36-inch searchlight projectors, will throw intense rays of light through color diffusers, which will separate the flood into fan-shaped rays of all colors of the spectrum. These rays will be thrown upon the jeweled walls of the palaces, and upon the gardens and courts, and will play upon the beautiful white fog banks which often at twilight roll in through the Golden Gate.

Signs for Argentine

A large shipment of electric signs and sign material has just been shipped to Cordoba, a city in the Argentine Republic, an interesting evidence that electric advertising is steadily spreading its influence and popularity. The shipment consisted of a considerable number of small signs, with flashers, color caps and other accessories, destined to provide the beginning of a Great White Way in far-off Cordoba. The order for this material was placed through J. G. White & Co. of London and the signs were made by the Greenwood Advertising Co. of Knoxville.

Suggestions to Central Station Salesmen

A Paper Delivered Before the Ohio Electric Light Association in Convention at Toledo, Ohio,
February 25, 1914

By E. L. CALLAHAN
New-Business Manager H. M. Byllesby & Company, Chicago, Ill.



SUGGESTIONS to assist central station salesmen in securing new business are of little value unless practical. The silver-tongued orator who holds a body of commercial men spell-bound can accomplish an immense amount of good, if he says something that is practical, otherwise he is but an entertainer. At conventions in years gone by most authors of papers have failed to get down to brass tacks; they wrote and talked to the grandstand or else presented a rehash of former papers.

It is rather difficult to suggest to central station salesmen ways and means of obtaining new business in their own cities for reason that each situation must be dealt with as local conditions dictate, but, in general, selling electric service is similar to selling merchandise. Salesmanship is the first requirement but after salesmanship there are a multitude of attributes which the really successful new business department salesman must possess. I do not know how I can better offer possible helpful suggestions than to point out some of the good and bad practices both real and fancied of salesmen and new business departments that have come under my own observation.

Proper Attitude Towards Competition

Suppose that in a city of 30,000 population, there is an electric light company, also a gas company. The latter thinks gas is just as good, if not better, than electricity for illuminating purposes. The public listens to the arguments of the salesmen from the rival companies and does not know what to believe. The gas man has the advantage with many of the prospects, because it is rather evident that the gas consumption cost is less than that of electricity, hence the need of superior salesmanship and resourcefulness on the part of the electric salesman.

An electric salesman tries to change a Five & Ten Cent Store from gas to electric service and recommends a string of large lighting units down the center of the store because he is afraid the manager will not be willing to pay the cost of wiring and lamps to obtain a better and more evenly distributed illumination. The gas man lays out the installation properly and holds his business which was practically lost.

Never be afraid to recommend the proper installation regardless of cost, then convince Mr. Prospect that the best for his business is none too good and use your salesmanship to secure his signature on the contract. Don't knock—every knock is a boost for the other fellow.

If the gas salesman states that his gas lights give an equal or better illumination than electric, that they can be turned on or off with practically the same ease, that they do not soil the walls and decorations, and that they give a soft amber light, and gets the business on these statements, do not contradict or say the fellow is lying about it. Just smile if you have not been a good

enough salesman to hold the good points of electric service *high* enough to secure the contract. Watch the operation of this gas installation, cultivate an intimate acquaintance with the consumer, induce your man to allow you to make an application for even five or ten lamps for show window lighting or for decorative purposes, outline the building and sell or lease a sign if possible. Your cheerful service in the interest of this prospect will eventually obtain all of his business for your company and you will be a better salesman in the end than the gas man. Never give up. A smiling perseverance will *always* win.

The Real Meaning of Service

The word **SERVICE** means more than supplying electricity to your customers. Service that does not bring satisfaction will not pay dividends to your Company's stockholders. Service means service in all its ramifications. For instance: the electric salesman is afraid, since the gas company



E. L. Callahan

has cut its rate 20 per cent, that many manufacturers will use gas engines for power purposes. He takes no chance that the gas man will not be able to convince the electric power consumers that they could produce a brake horse power at half its present cost, but he visits each power consumer *at once* suggesting changes here and there that will make the application of electric power more efficient. His square dealing, accurate estimates and intelligent questions in "looking for trouble" holds 99 per cent of his business. Always be fair and square in your dealings. Learn to estimate electric power operations correctly and never try to "put anything over." You may be able to do it *once*—but not again.

A well satisfied customer is the best advertisement for your company as well as for yourself. Suppose our electric salesman during a house wiring campaign answers a phone call, visits the prospect and estimates the complete cost, and secures the signature on contract, but later when the wiremen have about completed their work, learns that the customer is positive that the contract covered the installation of wall switches and a fixture in the kitchen. The salesman consults the contract, no kitchen fixture or wall switch is called for. He remembers that the prospect was astonished at the

"high cost" of the job anyway and reminds the prospect of this conversation. The prospect pays the additional amount required, but does not hesitate to tell his neighbors and friends to be careful in any future dealings with the company or its salesman and he begins to look with suspicion upon the company's bills for service and the statements of meter readings, all because the salesman did not have his wits about him and cover every point and possible requirement of the prospect at the time the contract was closed. Through his forgetfulness the company may have lost many house wiring contracts.

The Salesman's Attitude

The value of a salesman and the contracts that he obtains is measured by the amount of net revenue and good will that comes to the company from the consumer. Should the salesman feel that his successful efforts in this respect are not sufficiently rewarded, gauged by the salary he receives and the position which he holds, no one would say that he is foolish in continuing his conscientious and whole-hearted labor in the interest of his company. He will win his just reward sooner or later. It is certain that the salesman who does no more than what he thinks his company is entitled to for the salary paid him, will not be chosen for advancement and high positions when greater opportunities present themselves.

I have known salesmen whose every day's work consisted in making calls and securing contracts from only those prospects assigned to them each day. I have known others who regardless of the varying number of assignments would make from five to twenty-five calls each day on their own account in carrying on a systematic "house to house" canvass in order that they may have their territory in hand at all times. The latter are advanced, the former soon look for jobs.

Cooperation Within the Organization

Cooperation between the salesmen themselves, their manager and with all other departments, is most necessary to the obtaining of the best results in new business. New business means business that would only come to the company through the special efforts of a representative. If the business would come to the company without the special work and exercise of salesmanship there would be no need of central station salesmen. About 60 per cent of the business taken on by an electric lighting company, should come over the counter. If all of the business is being brought in by salesmen the company's system is wrong and they are paying too much for what they may be pleased to call "new business." In small cities cooperation between departments of a public utility company is more easily obtained, for the business is carried on as though the company was a large family. Often the new business department consists of but one man, in still smaller situations this man may also be superintendent of the company or at least of the plant. Here it is very necessary that the one man with a variety of duties, has the assistance and

cooperation of every employee in reporting prospective business or dissatisfaction with service and installations.

Use the Help at Hand

Among the most effective helps are the visits of the representatives of manufacturing companies who usually can be prevailed upon to spend a day or two in town in helping to close contracts for lighting and power service, signs, fixtures, reflectors, or ornamental post lighting. In this way a busy salesman or superintendent can keep up to date carrying on his work very effectively and at the same time be fitting himself for larger work and position. The man who thinks he *knows it all* will find few to befriend him when he is in need of assistance. Make it a rule to familiarize yourself with the developments in all gas and electric lighting and power appliances and service. Do not refuse to see dealers and manufacturers' agents who call upon you, turning them away with—"Sorry, but I am too busy to see you today." Remember that you only *think* you are too busy or else you are bluffing—and a bluffer doesn't last long.

I would call particular attention of small company representatives to the "Salesman's Hand Book" gotten out by the Commercial Section of the N. E. L. A. Having gotten this data together myself during the past two years, I know that most of the information was taken from plants in small cities and towns and therefore will be of great assistance to central station salesmen if they will use it.

The Greater Future Close Ahead

This subject is very close to my heart because the new business department is so very important to the thorough and ultimate development of our business. It carries with it the establishment of pleasant relations between your company and the public.

It is the practice in some medium sized cities to have the new business or commercial department handle as well, the work of the usual "complaint," but better called "service" department, the application department, the renewal of lamps, and the adjustment of bills in dispute, which are often necessarily settled through examination or test of the consumer's installation. The reason that the new business or commercial department is given such important work is that the salesmen are tactful, men of courteous manners and good address, personally familiar with the service requirements of the consumer. Whether or not there is a national tendency towards giving commercial departments so wide a scope of operation in the future, central station salesmen should realize that there is every opportunity for development, for from among them will be chosen the general managers and presidents of Tomorrow.

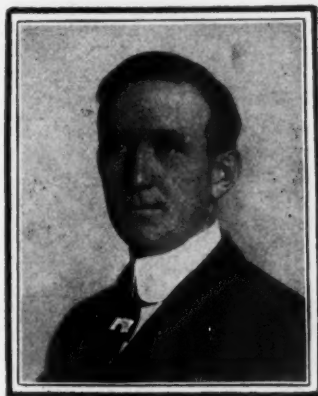
Prizes Offered For Ads.

The Stockbridge (Mass.) Lighting Company has offered prizes of five, three and two dollars for suggestions from the public for advertisements to be used by the central station. Special effort has been made to interest the school children and through them, their parents. And the contestants are invited to call at the Company's office for information on the various applications of electricity to guide them in writing the ads. The offer has just been made so there are no figures just yet on the result, but it is believed that it will result in creating a considerable amount of interest in the household applications of electricity.



HERE is an interesting little story for the central station man in the following figures from Bay City, Texas. This is a town of 3,000 population, up to a year ago without regular day service. The Texas Public Service Company—formerly the Bay City Light and Ice Company—furnishes current and ice to the community and is owned and operated by Albert Emanuel, Inc. of Dayton, Ohio. In November, 1912, W. C. Duncan was sent to Bay City as general manager and undertook the active commercial development of the property.

Mr. Duncan had gained his experience in Pueblo, Col., and Leavenworth and Lawrence, Kan., and went to Bay City with his ambitions scaled to a bigger community, but learned that more can be accomplished in a town of 3,000 than appears at the outset. "When I took charge—" he says, "We had the plant—just the building, lines and equipment that were absolutely neces-



W. C. Duncan

sary to conduct an ice and light business—and that's all we did have; furthermore, I had only been in one other ice plant in my life, and that was for a short time. But no one in Bay City knew it and I kept still until I found out.

"During my first two weeks here we leased a new store that was just being completed, for an office, salesroom, and a place to work our electricians from. We purchased fine office fixtures, erected an electric sign, outlined our building, equipped two good show windows, and had everything finished up in a style that surprised the community; consequently, when we opened our office we were "in right." We had been telling the public through our half and full page ads in the local papers, what we were going to do; that first, last and all time, we wanted their good will in return for good service; that we were in for any improvement that would help Bay City, because it would help us; and really made all progressive citizens feel that our Company was the finest thing in town. Moreover, all during this getting acquainted period, we were getting new customers. We reduced the price on lamps to their regular list, which made a hit; we did the same thing on electric irons—another hit—we installed all day service—the biggest hit of all—because the town had only been having day current twice a week.

Then I got out and personally solicited power business, and the fact of the light company manager getting out personally

after business, made a good impression. I first landed 150 hp. in motors, then from time to time, secured the balance—as enumerated below—by personal appeal and salesmanship.

During this time I had been boosting the White Way, sent out *Electrical Progress* to every taxpayer, and wrote newspaper articles. I ordered sample lighting posts, and set one up in the post office—which formerly was lighted with 2-2 cp. lamps—also set another up behind the toast master at a Business League banquet. And, after all this pushing, and boosting, I appeared before the City Council with an ordinance embracing what we wanted, and they merely said, "We know what you want, what are your rates?" I gave them the highest one first, so I would have another to go down on, and got the latter, which called for 12-3 light posts and 4-5 light posts around the "Square" equipped with 40 watt lamps, burning from dusk to 11 P. M. for 15 years at \$55 per month.

"Very few extensions have had to be made to get any new business, as our lines covered the town pretty well when we took over the property. All our wiring and merchandise has never failed to show a nice profit, as it was not and never is necessary to sell goods at cost. All our advertising has obtained excellent results, as the methods we used started the friendly interest of the people."

The following list shows the business which gained by these methods. It necessitated the doubling of the boiler and switchboard capacity.

Number of Lighting Customers	
October 1st, 1912	305
January 1st, 1914	440
Gain	135
Income from City Street Lighting	
(Monthly) October 1st, 1912	\$ 78.00
January 1st, 1914	103.50
Gain	\$ 25.50
Income from Railway Lighting	
(Monthly) October 1st, 1912	\$50.00
January 1st, 1914	72.00
Gain	\$ 22.00
White Way Lighting (Monthly since Jan. 1st, 1913)—\$55.00.	
Gain in Power Business—	
Cotton Gin	150 hp.
Water Works Pumping	20 hp.
Steam Laundry	10 hp.
Planing Mill	15 hp.
Wood Yard	7½ hp.
Blacksmith Shop	5 hp.
Two Ice Cream Factories	7 hp.
Garage	3 hp.
Printing Office	2½ hp.
Three Coffee Mills In Stores	1½ hp.
	221 hp.

Society for Electrical Development Secures Its Fund

The Society for Electrical Development announces that its minimum fund of \$200,000 has been subscribed and that the Society is now officially active. Plans for its further activities will be immediately taken up and work begun on its proposed nationwide campaign for the development of a wider utilization of electric service in all its applications.

Entertaining with Expense Prepaid

The Story of an Electric Cottage and 5000 Guests in Chattanooga

By L. J. WILHOITE

Sales Manager Chattanooga Railway & Light Company, Chattanooga, Tenn.



FOR the past few months the industry has been assailed from time to time with reports emanating from first one town, then another, of how everything from livery stables to palatial mansions were being converted by energetic lighting companies into Electric Cottages. We withstood these assaults for quite a length of time but eventually decided that the thing

other way he could toward making the Cottage a success, in consideration of the advertising value of the scheme to him.

So far, good business.

Wire and fixture and other devices necessary to make a complete display, when used in connection with the heating and cooking apparatus which we carried ourselves, would be furnished by this contractor without cost to us.

House rent is high in Chattanooga, as it is in almost all good towns. The kind of

notice in case of a sale and, of course, we couldn't consistently accept an obligation of this kind.

Finally we got next to the owner of a bungalow, just completed—a pretty bungalow, one of that kind that women love to talk about. It was located in a suburban district about three miles from the city; pretty far out, but right on the car-line and in a good neighborhood.

We bethought ourselves that undoubtedly the nickels spent by visitors to the Electric Cottage would be greatly appreciated by our friends in the Street Railway Department who were combing their brains for ideas about how to increase traffic. Besides, a really desirable cottage was not obtainable "close-in" and we decided to line up the suburban bungalow.

The Cottage and Its Equipment

The owner of this cottage was one of those long-seeing lawyer fellows and was anxious to sell his cottage. We didn't have much difficulty in showing him how the additional wiring and strong advertising which was proposed to do would help along this desire of his. So he turned over the keys and the place was ours as free as air with the understanding, of course, that we were to make good any damage done the property.

We next set about arranging for the "furnishing of the home complete." The first furniture dealer we hit eased us down cold, the next one still colder, and so on down the list until we were completely chilled to the bone. We came back to the office to reconnoiter and thaw ourselves out, and decided to try again.

The first fellow we hit on our second attempt happened to be a live one—Cal Sterchi by name—and a good sport. He agreed to furnish all the furniture we wanted—even down to the rugs—and to deliver it to the Cottage and come and take it away when we got through with it and take his chances on being repaid with publicity.



The cottage used for the Chattanooga demonstration. The prominent electric sign played no small part in attracting the throngs of visitors who came and were impressed.

for us to do was to get on the Band Wagon and start the Electric Piano in some Electric Bungalow.

Scouting Out the Situation

We made a preliminary scout of the situation and came to the conclusion that in order to promote an Electric Cottage, we would have to have a conveniently arranged cottage, a modernly wired cottage, a completely furnished cottage, an electrically equipped cottage, and a well conducted and well advertised cottage. We right away saw that all these things would cost money—more money, in fact, than good business would allow us to separate from, all at once. In view of the financial stringency we decided to substitute "Co-operation" for "Cash" and immediately set about building up a get-together scheme and signing ourselves "Fraternally Yours" on every occasion.

Luckily, there was one fellow in town that we could hang our fondest hopes on—a chap named Cantrell. This man owns and operates an electric contracting concern and is always ready to take a shot at anything we may propose when our proposals are convincingly backed up with honest arguments.

Securing the Cooperation

This good friend agreed to do all necessary wiring and furnish any suitable equipment he had free of charge, and to assist us in any

cottage we wanted meant an outlay of \$35 or \$40 for a month's use. One dear old landlady whom we approached, wanted \$60 and felt extremely bad because we couldn't see our way to accept her liberal philanthropy. Real estate men we put the scheme at refused to do business unless we agreed to vacate on twenty-four hours'

Meet Your Friends at the ELECTRIC COTTAGE

811 CHAMBERLAIN AVENUE - - - OPEN DAILY 1 to 9 P. M.

Fifteen hundred of you visited the ELECTRIC COTTAGE in two days, and one of them a rainy day, and to each of you we extend a cordial invitation to come again. We'll show you new things every time you come, and try to make each visit more pleasant than the last.

To those of you who haven't come—just come right on and you'll have a good time watching the Invisible Servant do all the work.

Visit the Electric Cottage, and you'll see many of your friends. They've been asking about you. Join the crowds.

Meet your friends and together see how electricity warms the rooms—cools the rooms—lights the pipes—lights the home—cleans the carpets, floor, ceiling, books—heats everything, from the baby's milk to the range—does all the washing and ironing—does the sewing and housework—cooks all the things to live on—makes you well when you are sick—frightens away the burglars in the nighttime.

Does everything but eat—and we want you to do that.

ELECTRIC LUNCHEON SERVED ALL VISITORS

FREE—LUNCHEONS EXHIBITIONS DEMONSTRATIONS SOCIABILITY

Phone Your Friends to "Meet You at the ELECTRIC COTTAGE"

Just take Oak Street Cars and say "ELECTRIC COTTAGE." Be our guest. Cordially Yours,
Sterchi Bros. Furniture Company Mr. D. L. Grayson Terrill-Holmes Company Chattanooga Railway & Light Co.
(In Room 100 South) (In Room 100 South) (In Room 100 South) (In Room 100 South)

THE ELECTRIC COTTAGE - 811 Chamberlain Avenue - Phone Hemlock 599

COTTAGE UNDER DIRECTION CHATTANOOGA RAILWAY AND LIGHT COMPANY

Large space was used in the local newspapers to extend a hearty and convincing invitation to everybody.

The rest of the "Cooperation" line-up was easy. When we told the other fellows what the electrical contractor, the furniture dealer, and the owner of the house had done and what we were going to do in the way of advertising, they furnished the china for the dressing table and the dining room, the bread for the demonstrations, the coffee for the luncheons, the sewing machine, and all the other little things that go toward well-regulated house-keeping—all without money and "without price." Not only were all these things furnished free, but they were delivered to the Cottage and taken away without cost to us.

As soon as these details were completed the electrical contractor put his men to work under our instruction and proceeded to make the Cottage absolutely modern from an electrical stand-point, installing base-board and floor receptacles, three-way switches, master control switches, and positively everything in the way of wiring that could be desired in a modern home. The Cottage was then furnished complete in every detail with respect to general furnishing, and in addition we installed in its appropriate place every electrical convenience known to the home.

No pains were spared in making the appearance of the Cottage as home-like as possible and, judging from the compliments received from those who visited the show, we seem to have succeeded fairly in our efforts. Everything was so arranged that an "electrical atmosphere" was created without permitting the Cottage to smack of commercialism. The pictures on the walls, for example, all illustrated and brought out the electrical idea, a fine resemblance of Edison gracing the Library, and in similar vein throughout the entire house.

How the Demonstration Was Staged

No additional demonstrators were employed. Our regular force, together with the assistance of others interested in the Cottage, entertained the visitors and showed them through the Cottage.

Visitors were shown first into the library and invited to register. Prizes were given as an inducement to visitors to register, and this gave us a mailing list of interested people, one prize being offered by the fur-

receptacles, the candelabrum and fan outlets over the mantel, and the restful and efficient effect of semi-direct illumination.

The guests were next conducted into the hall and shown the three-way switches and how to use the porch light to the best ad-

set, and appropriate, yet suggestive pictures.

Visitors next found themselves in the bath room and were shown bath room heaters, shaving mugs, bracket lamps and hair driers. The next room, a spare bed-room, was fitted up as a display room for Mazda



The view in the library in the Chattanooga "electric cottage." Note the sign on the table—"Please Register"—with a book beside it. This produced a prospect list of 3,401 names.

vantage. From here they were invited into the living room and shown the use of floor and wall receptacles, the bracket light, the piano lamp, and auxiliary luminous radiator. In here was also exhibited, in actual operation, a small vacuum cleaner in charge of a competent demonstrator, and everybody evinced surprised interest in seeing the little sweeper take the meal from off the rug.

The next step carried the visitor into the bed-room in which was demonstrated the sewing machine, the sewing machine lamp mounted on the machine, the hot water cup, the vibrator, the nursery milk warmer, the curling iron, the heating pad, the ozonator, and the lamp that has made reading in bed comfortable. The use of base-board and wall receptacles, the bracket lamps beside

lighting and in it were shown in operation all types and sizes of incandescent lamps. An interesting comparison was made showing the difference in operating cost between carbon and Mazda lamps by having two meters mounted on a board and connected, one to a Mazda lamp, and the other to an ordinary carbon. The lighting effects obtained by employing various reflectors was demonstrated and the use of turn-down lamp devices exhibited in a plain and convincing manner.

In the rear hall were shown a washing machine in operation, the different sizes of domestic, portable vacuum cleaners, and the different styles and sizes of electric flatirons. They next entered a complete electric kitchen, consisting of ovens, hot plates, warming closets, fireless cookers, and frying pans—all in actual operation, pies, cakes, bread and other things being in process of cooking or on exhibition. The dining room was in charge of an experienced demonstrator who served all visitors with coffee, toast and sometimes a bit of salad or else some chafing dish creation.

The one who had shown the visitors through the Cottage would here excuse herself and report back to the library for those just coming in, leaving the young lady in the dining room to explain the use of the percolator, tea urns, chafing dish, hot plates, toaster, and other familiar dining room devices while serving the guests. After the people had been served they were free to saunter about the house at will.

Four demonstrators were assigned special duty, one being stationed at the door to receive visitors, one being placed in the library to invite them to register, and one assigned the living room to exhibit the vacuum cleaner, and still another in the dining room to attend to the serving of visitors and explain the use of the dining room devices. Others, assisting, were used to conduct visitors from room to room.

The Attendance and What Brought Them

Crowds came—sometimes more than we could care for properly. Entire domestic

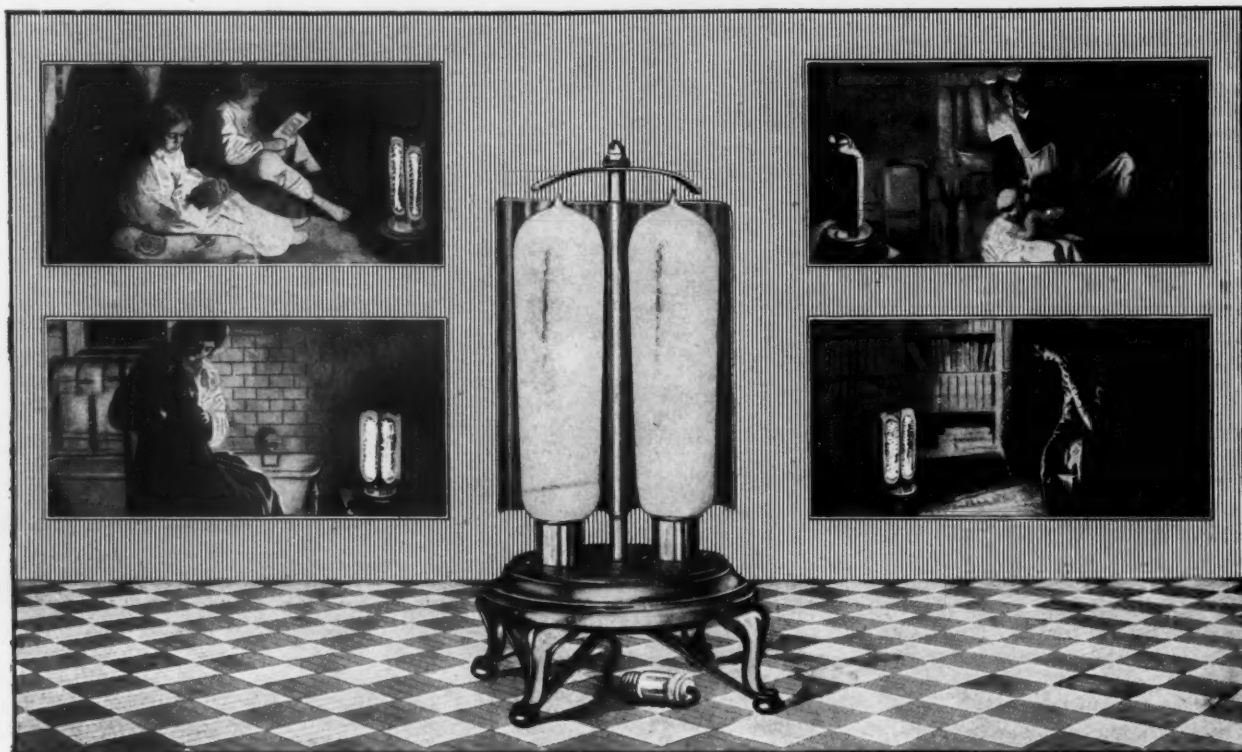


The kitchen was equipped with everything that belongs in the electrified home; and food was constantly being prepared for the entertainment of the guests.

niture man, one by the electrical contractor, and one by ourselves. While the visitors were registering they were shown the electric foot warmer, connected to a base-board receptacle, the library table lamp and cigar lighter, both connected to convenient floor

the dressing table, the master switch from which can be controlled every lamp in the house, and the automatic closet light, were shown in this room too, and all environed with good-looking Circassian walnut furniture, handsomely decorated dressing table

This Trade Mark The Guarantee of Excellence on Goods Electrical.



A Portable Electric Heater You Can Sell for \$6

This is the lowest priced luminous electric radiator on the market. It is a safe, clean, portable heater that will cost your customers little more to buy and less to operate than a good electric flatiron.

The G-E Twin-Glower Radiator

Since it takes electricity from any socket it is ready for use anywhere, any time. It is as practical as it is attractive; as durable as it is healthful; in fact it has all the elements of quick salability—including popular price.

At the turn of a switch the heater bulbs glow ruddy with radiant heat as warm as summer sunshine. And, like sunshine, it does not rob the air of oxygen as do other types of portable heaters.

In almost every household there is a chilly room or corner where this handy little heater can be used to advantage.

For a bathroom or nursery the G-E Twin Glower is unexcelled by any other type of heater.

The G-E Twin Glower Luminous Radiator is the natural, inevitable addition to your heater business.

Show these attractive Glowers in your windows—goods well displayed are half sold.

General Electric Company

Atlanta, Ga.
Baltimore, Md.
Birmingham, Ala.
Boise, Idaho
Boston, Mass.
Buffalo, N. Y.
Butte, Mont.
Charleston, W. Va.
Charlotte, N. C.
Chattanooga, Tenn.
Chicago, Ill.
Cincinnati, Ohio

Cleveland, Ohio
Columbus, Ohio
Davenport, Ia.
Dayton, Ohio
Denver, Colo.
Detroit, Mich.
(Off. of Art.)
Elmira, N. Y.
Erie, Pa.
Fort Wayne, Ind.
Hartford, Conn.
Indianapolis, Ind.

Largest Electrical Manufacturer in the World
General Office, Schenectady, N. Y.
ADDRESS NEAREST OFFICE
Jacksonville, Fla.
Joplin, Mo.
Kansas City, Mo.
Keokuk, Ia.
Knoxville, Tenn.
Los Angeles, Cal.



Louisville, Ky.
Madison, Wis.
Mattoon, Ill.
Memphis, Tenn.
Milwaukee, Wis.

Minneapolis, Minn.
Nashville, Tenn.
New Haven, Conn.
New Orleans, La.
New York, N. Y.
Niagara Falls, N. Y.
Omaha, Neb.
Philadelphia, Pa.
Pittsburg, Pa.
Portland, Ore.
Providence, R. I.
Richmond, Va.

Rochester, N. Y.
St. Louis, Mo.
San Francisco, Cal.
Salt Lake City, Utah
Schenectady, N. Y.
Seattle, Wash.
Spokane, Wash.
Springfield, Mass.
Syracuse, N. Y.
Toledo, Ohio
Washington, D. C.
Youngstown, Ohio

For Texas, Oklahoma, and Arizona business refer to Southwest General Electric Company (formerly Hobson Electric Co.), Dallas, El Paso, Houston and Oklahoma City
For Canadian business refer to Canadian General Electric Company, Ltd., Toronto, Ont.

4756



The Trade Mark of the Largest Electrical Manufacturer in The World.

science classes came en masse from the different schools. The cottage was opened daily from one to nine P. M. for three consecutive weeks and good crowds were entertained daily with the exception of three very dismal, rainy days.

The attendance was secured through advertising which was confined strictly to three methods:

First, newspaper.

Second, Moving picture slides.

Third, half-sheet dodgers used on the street car boards where theatrical announcements are usually carried.

Of the three methods employed the newspaper was without doubt the best, and most particularly the Sunday paper. Of the newspaper advertising, half-page copy brought the best returns for the money spent—particularly half-page Sunday copy. We arrived at these conclusions by watching the attendance following the appearance of different advertisements of the Cottage.

The largest attendance registered was on the afternoons and evenings of the days on which three write-ups were given us in the "Society" columns of the papers, indicating that news items are still trusted further than

Laundry	2.85
Miscellaneous Advertising	113.60
Newspaper Advertising	180.40
Miscellaneous	11.40
	<hr/> \$408.09

The total registered attendance was 3,401, the estimated total attendance being 5,000, this making an average cost per registered visitor entertained of less than 12 cents, and an average cost per visitor, including the total estimated attendance, of less than 9 cents. When it is remembered that approximately 50 per cent of those attending spent ten cents car fare with us, it really shows up pretty well, eliminating entirely all consideration of the publicity, the sales and the good will gained. In other words fully 2,500 were entertained, expense prepaid via the street car.

Presuming that publicity of the right kind is good, it follows that the Electric Cottage idea is a good one because, without a doubt, the amount of publicity gained by such a venture can not be equalled by an expenditure of an equal sum of money in any other manner. Feeling that the value of the Cottage could be measured only by the impression made on those visiting it, every effort was enlisted to insure the impressions gained being the right ones.

Insuring a Wide-Spread Good Impression

We lived up absolutely to everything we advertised. We announced to the public the most complete electric home exhibit ever seen in the city, and that it was. We said there would be served free luncheon to all, and there it was. We told the public there would be nothing for sale, and there was not. We told them that everything was free, and then made good on what we said. The whole scheme showed the spirit of progressiveness on our part and on the part of those who helped us, and the public showed its appreciation of the exhibit by liberal attendance and unanimous verdict that it was a credit to us and a pleasure to those who came.

In concluding, we might remark that the most difficult thing encountered in running an Electric Cottage is the keeping up of interest and enthusiasm among those entrusted with explaining things to visitors. When it is remembered that our Cottage was open every day in the week, excepting Sundays, for three consecutive weeks, it will be realized that it required some "pep" to keep ourselves from growing stale on the job. By the time a demonstrator has explained the virtues of a vibrator for about the thousandth time, that demonstrator is liable to begin to wish that that vibrator was in "Paradise Lost."

We kept the story from getting old by constantly jollying the demonstrators. We gave, from time to time, little blow-outs to those assisting—little "after-nine-o'clock" dinners—good cigars to the boys and chewing gum or its equivalent to the girls, and in this way kept the spirit of the thing alive. With all, everybody had a good time—both the public and ourselves—and, better still, the sales of apparatus are growing bigger and bigger every day.

F. D. Schaffer has been appointed general manager of the Chickasha (Okla.) Light, Heat & Power Company, to fill the vacancy caused by the resignation of C. G. Johnson. Mr. Johnson is joining the organization of the Vicksburg (Miss.) Light & Traction Company.

Boston Edison Company Opens New Electric House

The Edison Electric Illuminating Company of Boston, has taken a further step in the evolution of the "House Electric" idea by opening in Arlington, Mass., an old house—electrified—in which all the uses of electricity are demonstrated. Arlington is a suburban town seven miles out of Boston, and the house selected is of the old-time type and offers a particularly effective demonstration of the facilities with which the already built house may be equipped with all the applications of modern electric service.

The Edison Company has carried out this atmosphere through all details, restoring the old-time square pane window sashes, papering the rooms with old fashioned wall paper, installing colonial furniture, and out of doors a brick walk and hedges. At the left of the front walk is a sign reading "The House of Edison Light."

The interior of the house is fully equipped with appliances of all kinds and a resident demonstrator lives in the cottage with his family. The house is attracting a great deal of interest and entertaining many guests.

Signs Warm the Birds

During the extremely cold weather last month, the *New York Times* printed the following items, which brings out new and unexpected virtue in electric advertising. The item read—

"The electric light bulbs of the great illuminated signs in Times Square have supplied roosting places for thousands of birds in the last few days. The discovery was made by employees of the New York Edison Company, who investigated the reason for the dimness of many of the signs. They found that birds had clustered all about the lights.

"Most of the birds who sought to warm themselves by nesting on the bulbs were sparrows and pigeons, though it was reported that even larger birds had perched on the bulbs of the Hotel Knickerbocker. The Edison Company men said that the warmth radiated by the bulbs, though small in amount, had been sufficient to save the lives of thousands of birds."

Electric Vehicle Association Activities

The Electric Vehicle Association of America announces the appointment of an Executive Secretary to take personal charge of the rapidly growing affairs of that body, with headquarters at the Engineering Societies Building, 29 West 39th Street, New York City. Mr. Albert J. Marshall, has been appointed to the position.

Mr. Marshall is well known in the electrical industry, particularly in illumination circles, having been for a long time associated with the Holophane Company, and later editor of the *Illuminating Engineer*.

An energetic membership campaign is now actively gaining new members for the Association and it is expected that before the October Convention there will be over 1,000 names on the list, all men eagerly interested in the development of the electric vehicle.

R. A. Field has resigned as general manager of the Kentucky Public Service Company, Hopkinsville, Ky. He is succeeded by H. D. Fitch.

Edward L. Sellars, has recently been appointed new business manager of the Kentucky Public Service Company which operates electric lighting properties in Bowling Green, Frankfort and Hopkinsville, Ky.

THE ELECTRIC COTTAGE CLOSES THIS WEEK

The Electric Cottage—Chattanooga's Most Popular Innovation—Will Close Saturday of This Week

- ¶ To those of you who have visited the cottage, we invite you to come again—and see the new features added for this week.
- ¶ To those of you who have not yet visited the Electric Cottage—be sure and come this week.
- ¶ Those who have visited the Electric Cottage and watched the silent servant do all the household duties, work and drudgery, all say it's a wonderfully fascinating place to go.

It's Funny to See the "Kilo-Watts" Do the Work

REMEMBER—

Open This Week Only. 1 to 9 P. M. Daily

Phone Your Friends to Meet You At

THE ELECTRIC BUNGALOW
811 CHAMBERLAIN AVENUE

Take Oak Street or Mission Ridge Car and Say: "ELECTRIC COTTAGE."

"It will do the thing!" "It will do the thing!" "It will do the thing!" "It will do the thing!"
H. L. GAYSON, Owner
Terry-Hodges Company
Chattanooga Ry. & Light Co.
Cottage Under Direction Chattanooga Railway & Light Company.

One of the closing advertisements, showing that the good publicity was maintained consistently until the cottage was closed.

the most conscientious advertising ever written. We secured news items notices in the papers by simply pointing out to the different newspaper fellows the real news value of the Cottage, which shows that, after all, newspaper folks are just human like all of us, and simply need to be accorded good old square and fair human recognition in order to get their loyal support to anything of interest to the public.

The Expense and the Results

The total expense of the Cottage for the three weeks it was open, amounted to \$408.09 and consisted of the following items:

Water	\$ 0.75
Telephone	2.25
Coal	7.50
Linens	12.45
Silver	12.50
Hardware	2.25
Cutlery	4.14
Luncheons	40.75
Cigars	9.00
Flowers	8.25

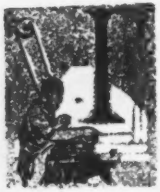
Why Did This Man Make Good?

The First of a Series of Intimate Stories of Central Station Commercial Men and Their Methods

By W. E. BAYARD

[In very few cases, does the average reader find any definite, practical help in the story of a great man. For this great man lived in a different place, in a different way and usually in a different generation; his work and opportunities were not the same as ours. We cannot read the life of George Washington and proceed to follow out his acts and duplicate his career. What we can actually appropriate from the study is, therefore, limited practically to the moral and ethical deductions that naturally evolve. The biography of a successful and spectacular personality makes fascinating reading but it is the romance that appeals to us; to read the "Life of Andrew Carnegie" won't give you as many new ideas to help you sell electric current, as the story of some successful central station salesmanager.]

The beginner—young in central station selling—needs assistance. He needs help from his Boss and his co-workers, and he can be vastly strengthened and stimulated by the example of other men who have done the same kind of work and made good, but he wants something he can put his finger on and fit to his own daily needs. And this story and those to come are written with the hope that they may serve in just this way. They are stories of other salesmen and salesmanagers of today—their attitude, their methods, their success, their example.—Editor.]



WANT to say at the beginning that this little story—and those that are to follow—are not tributes to the great. That isn't the desire or the intention; in fact, in my opinion, much harm has been done by the deluge of over enthusiastic personal appreciations that we see constantly in books, magazines and newspapers. It has come to a point where we are prejudiced against biographical sketches before we read, because of the "bunk" that is in them. It is fascinating to hear about men, big in the world's work, who have made conspicuous successes and won high places in the popular "Who's Who;" but as a rule these biographies—and auto-biographies—give us precious little that we can use.

It is my object in these stories to tell about a few central station men who have done exceptionally good work as salesmen and salesmanagers. It ought to be possible for a new man to look about him and say, "Well, how do the other fellows do it?" It ought to be possible for him to study the methods and characteristics of someone who has already made good and say—"All right, I'll copy his system. I'll do it the way he does. If it worked with him it ought to work with me." But trouble is that nobody seems to write about anyone but a "headliner," and the "headliner" doesn't provide the usable example.

So I want to tell something about a few of the young men who are doing the work, without any lime lights in attendance, and in each case I will select the man, not for his fame or his high position, but because he has possessed and utilized qualities that have won in his day's work, and that suggest to any other salesman, methods and principles worth adopting.

When I told "Herb Porter of St. Joe" that I wanted to write a story about him, he carefully crossed his fingers and begged to be excused. He felt just as any of us would feel toward being featured in the public prints as the over inflated victim of a "write up." But I explained just why I wanted to do it and Porter said, as I knew he would, "If there is anything in my sad past that can really guide or warn any new central station salesman and help make him a producer, you may use it. If I can pass my experience on to the youngsters and save them time and discouragement, while they're learning, I'm glad to do it."

Briefly, here is the record of Herbert C. Porter, now new business manager for the St. Joseph Railway, Light, Heat and Power Company, in St. Joseph, Missouri. He came into central station commercial work nine years ago in Denver, beginning as an "Assistant Representative" in a residence

district, under the care of Clare N. Stannard, secretary of the Denver Gas and Electric Company. Later, as a "Representative" he was given a down town district.

"After being associated with the Denver Company for two and a half years," says Porter, "George Williams appeared on the scene and, for some reason or other, decided to deprive the Denver Company of my services. Strange to say that company is still doing business. However, I was called to do special work at Scranton, Pa., for a few months and was then transferred



Herbert C. Porter

to Wheeling, W. Va., in charge of the new business department established at that time. These were both Doherty properties."

"This was my first venture at having charge as an executive and naturally I had a great deal to learn, being thrown on my own resources in securing business and directing the efforts of others. But Wheeling presented a fertile field, especially for electric advertising, and in ten months, with the assistance of six live men, we installed some very spectacular electric advertising features, especially outlining designs, the character and number of which it has not since been my pleasure to duplicate.

"From Wheeling, I was transferred to Lincoln, Nebr., in the same capacity, but had charge of both the gas and electric departments, the selling of gas appliances, as well as electric power, signs, lighting and the rest. Here then my training in the gas department of Denver stood me well in hand

and I remained a year and a half in this field before going south to Montgomery, Ala.

"In Montgomery I had charge of the new business department of a 'combination company,' selling both gas and electricity; but Montgomery presented an entirely new phase of the business,—strong competition from an opposition company. My ideals were shattered in so far as continued increased electric revenue was concerned, and it was necessary to use all the resourcefulness I possessed to cope with the situation. There is a question in my mind as to whether this kind of experience tends to develop a man in the right direction; but it has done one thing and that is help me to appreciate working in a community that is not handicapped with demoralized business conditions, due to the operation of a raiding electric company."

"From Montgomery, I came to St. Joseph, last year when the Doherty company took over this property."

So much for history; and you'll notice that Porter's record as he states it, is not a spectacular one. But here's the point—it's a record of steady responsibility and progress, and it is worth while to take a look inside and find out why.

I talked one day with a man who has known Porter from the first, has worked a territory with him, and watched the things he has done in every city where he has been located. I asked him what—in his opinion—had made Porter a success instead of a failure or just a worker. His answer was interesting:—

"'Herb' Porter," he said, "has always been a good salesman; that is, he has been the kind of a man who works hard and gets business. He is not an originator in as conspicuous a way as lots of other men, but he is strong and consistent in execution, and he has a peculiar genius for developing and training men. So far he has turned out six successful new business managers, all of whom were schooled by Porter and owe to him their success to a very considerable extent."

And that is the reason I am writing this story about Herbert C. Porter of St. Joe. Here is the particular thing that other central station salesmen can learn from his experience. For that is largely the reason why Porter is looked upon by men who know him as a man who has made good and will continue to do so.

Porter is a quiet sort of a chap. He carries no gay flags. No band marches ahead playing, "Look Who's Here." Probably some of the men who are working for him in St. Joseph today, think they can sail circles around him; but, nevertheless, he's running his little manager-factory right there all the time without anybody realizing what's going on.

The so-called ambitious man who is constantly striving to get ahead, to boost himself along the road to glory, very often gets to be pretty much of a parasite, riding on the backs of the producers. Porter's ambition has been to develop the producers; for being a producer himself he has recognized that the base and structure of the whole selling game is the selling man, and that successful production is absolutely dependent on the successful operation of an organization of productive units. And so his policy has always been the quiet, consistent training of men.

As Porter expresses it:—

"During the years since leaving Denver, I have observed from personal experience many things that will help the new man starting out to work toward positions of responsibility. I believe, the very first quality a man must possess or develop is the ability to get along with the different people he is associated with in business. I don't know of any other quality that will help him more to progress than this one. If a man will keep this in mind and sacrifice his pride a little, now and then, it will be worth dollars to him in the future, and the cultivation of an admirable character.

"Overlooking petty faults in a man working for you will do more to broaden him and bring him up a higher efficiency than everlasting nagging and fault-finding. You must never overlook the fact that we are all human, working toward a common end; and that every man has some good in him. It is your duty, having direct charge of him, to develop that good rather than choke it by continually calling to his attention the weak points he possesses.

"I have observed that a little humility is a great thing. It is a source of great personal satisfaction to gain the confidence of your men but still hold their respect. An executive that is able to do this is worthy of the position he occupies."

That bit of advice is worth reading over again, for Porter is not given to platitudes; it simply expresses his sincere conviction, the result of nine years in the game you are playing. For although there is as much fun and "josh" in Porter as any other busy man, he takes things seriously and with thought. He is a reader and a systematic one.

"Good reading is another important habit to cultivate," he says. "If a man will form the habit of each day reading something worth while, he will find what a wonderful stimulus and help it can be to him in getting the right view point; and this, in my mind, is very essential.

"Optimism plays an important part in a man's career. The ability to believe in your work and impart that feeling to others never fails in aiding one to land the hardest prospects. In the public service business, courtesy is a weapon a man must always carry, to ward off any attacks on his company. A courteous manner is so easy to acquire and costs little; and yet, it will help much in attracting people, not only toward yourself, but toward your company."

In short, Herbert C. Porter is a first rate example of the conscientious, methodical type of man whose success makes no spectacular outburst, but by steady, consistent, serious effort everlastingly keeps on producing business. It is a type of success that any young central station salesman—with the proper temperament may well set up as his mark.

Porter says:—

"If the representative engaged in the new business departments will only observe the duties imposed on his new business manager and try each day to cultivate some phase

of the business that will qualify him to fill this position, he will have gained a wonderful preparation for when he is called upon to take a department for himself."

And, I believe, that if I were a central station salesman just beginning and not quite sure what star to hitch my wagon to, I would be inclined to follow Porter's advice in this matter. Six men who did, are now themselves successful managers.

The Worth of Inquiries

Some Interesting Figures from the Public Service Electric Company.

There is much difference of opinion as to the worth of inquiries received from advertising and just what should be done with them when they come in, and just how great a return should be expected from the personal follow-up of the salesmen. As far as electric household appliances are concerned these points are pretty effectually covered by the following figures on a recent toaster stove campaign through the territory served by the Public Service Electric Company, and embracing 26 communities in New Jersey, ranging in population from a few

thousand to 350,000 in the case of Newark.

As explained by Mr. F. E. Pembleton, for the company, this campaign consisted of two pieces of advertising. The first was a bill sticker announcing a reduced price on toaster stoves, a special offer of \$3.95 for a \$4.70 device. On the sticker was a tear-off post card requesting a toaster stove to be sent on approval with no obligation to buy. This sticker was distributed on November 1st. On November 15th, a folder was sent to the same lists renewing the offer and enclosing another return post card, unstamped. In all, 94,900 names were covered.

The number of cards that came back was small, which may have been due to any one of several causes; for the actual sale of toaster stoves exceeded expectations. The point of interest right now, however, is the ratio of inquiries and sales, which was as follows—

District	Returns	Sales
Newark	53	41
Orange	29	22
Montclair	18	18
Essex Division	100	81



How Efficiency Is Put Into Holophane Prismatic Glassware Designing

Back of every piece of Holophane glassware is a scientific principle—the principle of light redirection by the prism. In other words, our staff of expert engineers have taken advantage of this principle to design reflectors the efficiency of which far exceeds that of any other glass reflector ever developed. By an exact proportioning of the prisms and by calculating mathematically the correct contours to be embodied in the design of Holophane reflectors, these engineers have made possible a line of glassware that will control light to give practically any distribution that may be desired—with minimum loss. It is impossible to secure the economical lighting results which Holophane prismatic reflectors give through the use of any of the inferior imitations of this accurately designed glassware.

We are now prepared to fill all orders promptly for Holophane reflectors to which the new Velvet Finish has been applied. While Velvet Finish reflectors are slightly less efficient than clear Holophane, they produce a well diffused and pleasing illumination. Write for further information to



HOLOPHANE WORKS

OF GENERAL ELECTRIC COMPANY
CLEVELAND SIXTH CITY



New York Boston Philadelphia Chicago St. Louis San Francisco

Member Society for Electrical Development—"Do It Electrically."

THE ELECTRICAL MERCHANT IN HIS STORE

A Department of Advice and Suggestion on Store Equipment and Operation,
Edited by D. B. Bugg, an Expert on Retail Merchandising

The Story of Artemas Jones

2. How He Learned a Further Lesson in Service from the Department Store

By D. B. BUGG

[As was explained last month in the beginning of this story of Artemas Jones, Mr. Bugg has introduced here in the character of Jones, the man who though a storekeeper is not a natural merchant. Jones had been overlooking the importance of service as a business builder, and the value of a little scientific salesmanship properly applied. Then came competition from the department store and Jones was face to face with a crisis; he had to decide whether to make his Electric Shop out-sell the department store or gradually be forced out of business.

So Artemas Jones determined to win, as a merchant should and must, through the well-earned popularity of his store. How he reorganized his enterprise, what new features of service he introduced will interest you, because they are all concrete suggestions worth adopting for your own store. You better keep your eye on Artemas Jones and watch him grow.—Editor.]



THE first day, under the new policy of Service to the Customer, as the most important consideration, was an interesting one to Artemas Jones. He had realized that his selling methods were not perfect, but he was very much surprised at the number of things which he could find fault with when he was looking for them. True, most of the faults were trivial, but they all tended to lower the quality of his service and he was fully determined to attain a high degree of efficiency in that respect.

One incident that attracted his attention happened about 11 o'clock. At the time he did not attach any particular significance to it, but later on he realized that from it a valuable lesson could be drawn.

The Indefinite Sales-talk Loses a Sale

Thomas Lennon was the oldest employee, in point of service, in the place, and Jones thought a lot of him. He was thoroughly conscientious in his work and seemed to have the interest of the business at heart. Jones was preparing to leave the store for a few minutes and was standing near the entrance, so he had ample opportunity to witness every detail of the incident.

An elderly lady opened the door and was approached by Lennon, who asked her wants. She stated that she wanted to see some reading lamps and was shown the location by Lennon who preceded her to the tables. Immediately upon arrival at the tables, Lennon opened verbal fire upon her.

"Here," he said, "is a lamp for eighteen dollars. Here's another for twenty. Here's one for twenty-five. Another for the same price. Here's one for thirty. That one over there is thirty-five. This one forty. That one with the green shade is thirty-five. This one forty and the next one fifty. Over on this table is a cheaper line. There's a lamp for eight dollars. It doesn't amount to much but some people buy them. The next two are ten-fifty each. Here's one for twelve and those two over there are twelve-fifty. This one is fourteen and that one over there fifteen."

This entire oration was delivered without any perceptible pause and so rapidly that the customer's eyes were kept busy following the lamps as they were pointed out. Apparently unable to fix her mind on any particular lamp, she turned to Lennon and said,

"I wanted a lamp for my brother but I had no idea there were so many different styles. I think that I will let him select one for himself. Thank you very much. Good morning."

Out she went and Jones followed her by a few steps. He saw her cross the street and stop before one of the windows of the competing department store. As Jones came opposite the window, he saw that her gaze was riveted on the window display, which consisted of a complete cozy corner, well arranged and each article marked with a price ticket. A prominent feature of the display was a portable lamp, but by no means equal to some of those in his store. Just as he turned the corner, he saw the lady enter the doors of the department store.

Jones Buys an Alarm Clock and Learns a Lesson

Jones' errand was to purchase an alarm clock for home use and he entered the store of the leading dealer in town. A number of different styles of alarm clocks were displayed on top of a show case and Jones had just begun to look at them when he was approached by a clerk, who said "I see that you are interested in alarm clocks. Here is one that I want to show you. I can fully guarantee this clock in every way. It is an excellent time keeper. You will notice that the hours are so plainly marked that they can be seen in a very dim light. The works are the best made and are fully warranted. It has a heavy nickel finish which should last for years. Here on the back you have the keys for winding both the alarm and the clock; also the keys for setting the hands and the alarm. Just give any of those keys a few turns and you will see what a firm grip you can get on them. Your fingers don't slip off. As I set off the alarm, you will notice that the bell rings loudly and clearly but does not startle you."

"I'll take it," said Jones, "how much is it?"

"Two dollars and a half," replied the clerk. "I'll wrap it up for you at once. Thank you."

As Jones left the store he involuntarily compared the transaction with the incident that had just happened in his own store. The sale of the alarm clock had been accomplished by the clerk's method in waiting on him. One clock out of the lot had been selected and the good points about that one clock had been fully explained. The other clocks had been totally disregarded and Jones had not even asked their price. The

clerk had concentrated his talk on one particular clock and Jones had purchased it, paying a higher price than he had really intended, without giving thought to the other clocks. What a contrast this was to Lennon's method of waiting on his customer. Without stopping to take breath, Lennon had rolled off the price of a lamp and had immediately jumped to a second and then to a third. The customer had her mind occupied in following the clerk's words and had not been given an opportunity to more than glance at any one lamp. By the time Lennon was through, the customer's mind was blurred by a mass of figures and the eye by a kaleidoscopic view of a dozen or more lamps. She had not known what to do and consequently she had passed on to the window of the department store where one single lamp was shown and she had ample time to study every detail of that one lamp.

A New Light on the Lamp Display

"I have heard a lot about scientific salesmanship," mused Jones to himself, "but I never took much stock in it. I'll have to look into the subject a little."

Jones returned to the store but said nothing to Lennon or any of the other clerks about the matter, resolving to give the subject more thought and bring it up for discussion on the following morning.

However, he did look over the tables on which the lamps were displayed. He had always been particularly proud of this exhibit because he felt that there were few stores that could show so large an assortment. He had always kept the line well-stocked although the sales had never been very large. He stood contemplating the lamps for quite some time and then called Lennon to him. "Tom," he said, "I am going to change this lamp display. Every inch of space on this table is occupied by a lamp. Suppose we scatter them a little. Put two or three on the top of each show case and instead of having all lamps on this table, we'll mix a few pieces of other kinds of appliances up with them. I believe we will do better by a re-arrangement of this kind."

The Trade Discount a Trouble Maker

Another occurrence that bothered Jones somewhat happened during the noon hour. A young lady came into the store and asked for a certain sort of heating iron. When she was told that the price was \$4.50 she

said, "Why, my brother bought one here the other day and paid only \$3.75." The clerk who was waiting on her said that she must be mistaken as these irons had only been in stock for about three weeks and in that time there had been no change in the price. The young lady was equally positive about the price paid and the altercation attracted Jones' attention. The young lady finally said that her brother was employed in a neighboring hardware store and she would get him to verify her statement. "Wait a moment," said Jones, "it is not necessary. I remember the incident now. I sold a young man from that store one of these irons but I gave him a trade discount. You know we do that sometimes, but of course we cannot extend that courtesy to everyone."

"Oh, very well," replied the young lady, "I will get my brother to buy it for me and I will save the 75 cents."

This incident showed Jones one of the evils of trade discounts. He recognized that they were all right theoretically but there was danger attending them, chiefly due to the fact that the favored ones either forgot the privilege they enjoyed or else did not respect the confidence in which they were granted.

The Meeting Next Morning

Several other happenings during the day furnished Jones with quite a list of subjects

which he wanted to bring up before the clerks on the following morning. When the sales force gathered together, he first told them of the incident of the alarm clock. "I didn't ask the price of that clock," he said, "until after I had bought it. I think hereafter in our work we had better leave the subject of price until the last. Furthermore, I want you to study the different articles which we sell and learn the good points about each. When you find from a customer's actions that one particular article is favored, concentrate your talk on that article. There isn't an article in this store that hasn't just as many good points about it as an alarm clock."

Jones took up several other subjects one by one and was very glad to hear some good points brought up by the clerks. Almost everyone had something to say and so many good suggestions were made that Jones decided to formulate a sort of code of rules.

"I know very well," he said, "that you cannot make a rule to fit every case or emergency that is apt to arise but I do think that these rules will give us a start in the right direction and we will try to abide by them until good salesmanship and efficient service becomes a habit with us."

Five Rules of Approach

Later on in the morning, therefore, he passed to each clerk a typewritten sheet on which was written the rules drawn up

from the experiences of the first day's work.

1st. Don't jump at conclusions. First find out what every person entering the store wants before you give any sort of an answer.

2nd. Don't try to sell goods because of the price. Make 'quality' your chief argument. Let the price be incidental.

3rd. Good deportment is as necessary in a store as it is in social surroundings. Don't chew gum, manicure your nails, pick your teeth, eat candy, talk loudly or inflict any objectionable manners on your fellow clerks or the customers.

4th. This is strictly a one-price store. No trade discounts or other price concessions will hereafter be given to anyone.

5th. Cultivate your memory so that you will remember the faces and names of your customers. People like to deal where they are known and in calling them by name it shows that their trade is appreciated.

Jones knew that these few rules were far from constituting a complete efficiency code but he realized that it was unwise to attempt too many changes at once. He felt sure that a complete reformation could only come about gradually and by persistent effort but he was determined to do everything possible to attain success.

(The Story of Artemas Jones will be continued in the April issue.)

Your Display Window in Action

How to Use Your Window—Suggestions for Good Displays—How the Store Arrangement Must Assist



In the last article, the construction of the window was explained. Presuming, then, that a store has a window properly constructed, it is necessary to know what to do with it.

No matter how well a window may be built, it cannot be dressed well unless some attention is given to the arrangement of the merchandise. Neither a well-built window nor attractive merchandise will make an attractive window unless the arrangement of the merchandise in the window is good.

The Mistake of Over-Crowding

Two chief faults found in the work of inexperienced window trimmers are over-crowding and placing the merchandise too near the glass.

Regarding the first of these faults—over-crowding—it should be remembered that it is not necessary to fill up every inch of space with some article. A close analogy to this is found in one of the principles of preparing advertising copy. It is a recognized and proven fact that a certain amount of white space is necessary to make an advertisement attractive. This white space permits the eye and mind to be concentrated on whatever is printed. And so it is with window dressing. A certain amount of empty space is necessary if the articles in the window are to be impressed on the mind of the customer.

With regard to the position of the merchandise in the window, it can be said that the back of the window is just as valuable as the space near the glass. This truth, however, is dependent upon the window depth. In the last article a depth of 6 feet was given as desirable. Everything within that depth can be seen to good advantage.

The Importance of Display Fixtures

In order to obtain effective windows certain accessories are necessary. When merchants first began to realize the value of window displays, they depended upon such accessories as could be readily made with a saw, hammer and nails. Soap boxes and other similar crude fixtures were all that were available. Nowadays, however, metal and wood display fixtures for every conceivable purpose can be purchased ready made. Such fixtures include pedestals, plate glass shelves, card stands, taborettes, and flat top stands for individual articles.

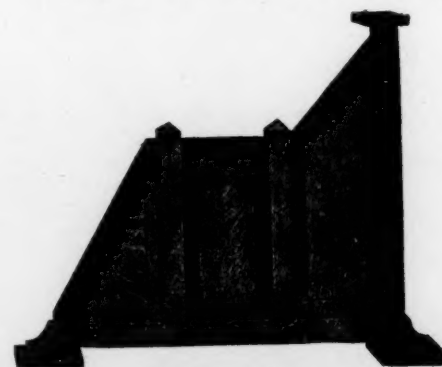
Full Displays and Unit Displays

There are two schemes usually followed by window trimmers to obtain attractive displays. One is to make full displays and the other to make unit displays. It must be remembered that there is a distinction between "full displays" and crowded displays. In a full display, practically all available space will be utilized but the articles will not overlap each other. From any point on the outside of the window the contour of each article can be seen and it will not be confused with any other article in front or behind it. Furthermore, no matter how full a window is dressed, there will always be a certain symmetry in the design or layout of the merchandise. If a certain lot of articles rise to a certain height on one side of the window, another lot should rise to approximately the same height on the other side.

Unit displays consist of one or more groups



Window Divider



Window Divider

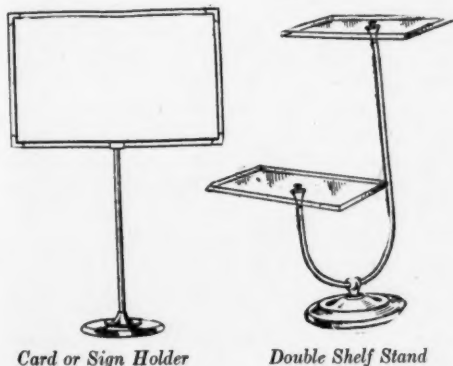
of units, each unit being composed of one or more articles of a certain class. If unit displays are to be used, the window should never be dressed full. A good idea of what is meant by unit displays can be gained from the following incident.

The Solitary Vase

Not so very long ago a prominent department store purchased a large quantity of flower vases of a particularly beautiful design. The head of the department sent word to the window trimmer that he was going to put them on sale at an attractive price and wanted quick action as the quantity was large. He ended up by asking "How many dozen shall I send you for a window display?" The window trimmer replied "Don't send me any dozen. Send me one vase."

The department head expostulated and asked the trimmer how he ever expected to make any sort of a display with one vase.

"Leave it to me," replied the trimmer. Then he arranged a dark background in one of his largest windows. Just in front of this background he built a shadow box and in the center he placed the single vase. A flood of light was concentrated on the vase and underneath was a small sign on which the price alone was stated. This vase was only about 9 inches high and it was the only object in a big display window. There were six large display windows in the front of the store but on the day when the single vase was shown, that particular window attracted more attention than all the others put together and the sale was a howling success.



This is an instance of unit displays carried to the extreme. The same idea, however, can be utilized to good advantage by the dealer in electrical merchandise.

Unit Displays for the Electric Store

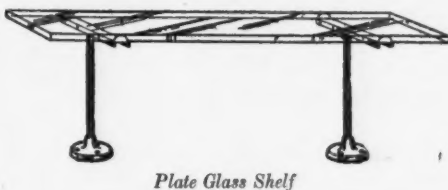
For example take a single radiator. Put one in a window against a suitable background and illuminate it. Put some sort of a suggestive sign near it, such as "For the cool spring days when the furnace is out." A display of this sort will be much more powerful than though the window contained a dozen heaters.

Most windows, however, are large enough to hold four or five unit displays at one time. Each unit can be made up of a single article or of two or three articles of the same kind. A fundamental principle of this sort of a display is to leave plenty of empty space between each unit. One unit might consist of four smoothing irons of different sizes or patterns; another might consist of three or four articles which are used on the breakfast table; but it would be a poor display that would contain a unit made up of one smoothing iron, one chafing dish and one coffee percolator. There is no direct

relation between a smoothing iron and a coffee percolator and to attempt to force the association makes an incongruity.

A Few General Rules

Very few definite rules can be given for the placing of merchandise in the window. The back of the window, however, should



be dressed high. The objects placed nearest the glass should be low and between the two there should be a series of steps, the number of steps depending upon the depth of the window and the size of the articles. This step arrangement cannot be used to advantage too frequently as it is somewhat conventional and the art of window trimming has advanced so rapidly in the past few years that to make really attractive window displays, unique effects must be obtained.

A Machine and Parts Display

Here for example is the way a good display can be made that is in keeping with modern standards and should prove attractive. Suppose a new device of some sort—a vacuum sweeper, a parlor lamp, a washing machine or any other kind of appliance was to be shown for the first time in a city. To put it in a window with a sign nearby describing all its merits would be attractive to a certain degree. But suppose take the same appliance and put it in the back part of the window. Along the front or on either side put the different parts of the appliance. Now if a sign or ticket provided for each part, explanatory of the work done by that part, the display would still be somewhat conventional but would be better than the first display. However, if instead of putting the sign on each part, the signs were to be pasted on the glass of the window so that they could easily be read and if from each sign two pieces of white tape were to run, one tape leading to the loose part and the other tape leading to the corresponding part, the attraction would be doubled. Suppose there were twenty parts to the apparatus. There would then be forty pieces of white tape running back from the glass to the parts and to the machine. This would make an odd appearance and would unquestionably attract attention. Furthermore the display would be educational.

A "Before and After" Display

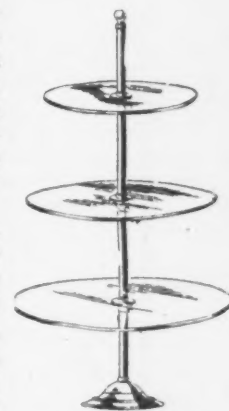
Another very effective window could be made by dividing the window in two parts. In the one part a rusty, dirty, dilapidated kitchen range could be put. The ash pan should be full of ashes and ashes should be scattered on the floor. Average conditions could be exaggerated somewhat. The display could be made more realistic if the upper doors of the range were partially opened and the semblance of fire made by concealing an electric light in the fire box and letting the light shine through red paper. On top of the range could be placed two or three ordinary kitchen utensils—a coffee pot and a couple of saucepans. The worse these articles look the better the display.

In the other half of the window, let a small dining room table be placed. It should be set complete with service for two people. On the table place an electric coffee percolator, a toaster and a grill. The title of this window could be "Is Electricity Freeing You from Work and Worry?"—or something else appropriate. A display of this kind brings out very forcefully the advantages of electrical appliances.

Hard Thought and Effort Necessary

There is no way to catalog the different methods for getting good display windows. The man on the job must do the thinking because he alone knows what his conditions are. The best windows are original. The window dresser must study the people he is appealing to and must take all conditions into consideration. Let no one get an idea that it is an easy matter to obtain effective window displays. It requires a lot of thought and study and hard work.

Do the results justify the expenditure of time, labor and money? The most successful merchants have proven to their own satisfaction that good windows are the most potent influence for creating sales.

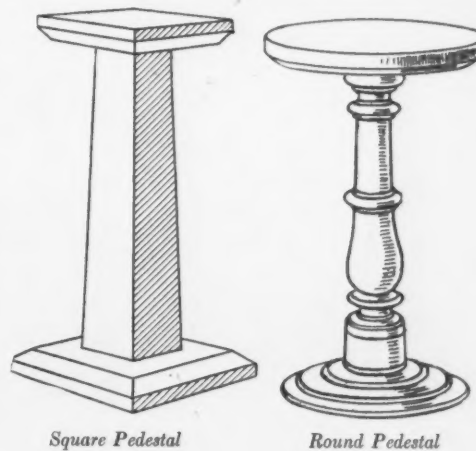


Three-Shelf Stand

The Store Interior Must Assist

If the window displays are effective, people will be drawn inside the store. Good windows are an irresistible magnet. After customers enter the door, the battle is half won. Complete victory or the consummation of the sale requires an attractive arrangement of the interior and good salesmanship.

The first requisite for an attractive interior is cleanliness and next to that good order. Cleanliness means that the merchandise must be kept bright and free from dust. The show cases and counters must also be immaculate. The glasses must be kept clear of finger marks and other disfigurements. As a rule it is a good thing to departmentize the stock, no matter how small it may be. In this case the cooking utensils should be kept, in that one the nursery and sick room appliances; on this



Square Pedestal

Round Pedestal

counter put the reading lamps; let each lot of articles be kept separate from the others. Do not overcrowd. There should be ample space to explain and demonstrate each article.

The Arrangement of the Merchandise

The merchandise, however, should be concentrated. By that statement is meant that the display of appliances should be kept as closely arranged as possible. Do not put one show case in one corner of the salesroom and the other one ten feet away. There should be just enough space between show cases for a clerk to pass between them. And if there is a double row of show cases, one on each side of the room, the aisle between should be no wider than necessary for people to pass in and out. If there is more space than this, an aisle table should be placed between the cases and a display placed on it.

If the merchandise is scattered all over a large salesroom, much of it will be overlooked and people will buy only what they came in for. Progressive merchants recognize the fact that the accidental or unintentional purchases amount to an enormous total in the course of the year. That is the reason why they frequently advertise articles at remarkably low prices. They expect to lose money on the sale of the low priced article but they expect to make it up by

people buying more than they came for. When the wise merchant offers real bargains, he does not, as a rule, sell them from the front part of the store. He usually places them in the rear or on an upper floor, so that those who come to buy must pass through other parts of the store before reaching the bargains. In doing this, many sales are made which would otherwise be lost.

Therefore when people come to buy or look at one piece of electrical merchandise, the stock should be arranged so that other appliances will be seen readily.

Thos. B. Rhodes, who has for the last few months been general manager of the Consumers Electric Light & Power Company, New Orleans, La., has been appointed Assistant Commercial Manager for the United Gas and Electric Engineering Corporation. Mr. Rhodes' work will give him the general supervision of a number of southern properties, recently acquired by the United Corp., including the Birmingham Railway Light & Power Co., Knoxville Railway & Light Company, and others.

Meeting of Ohio Commercial Men

The commercial men of the Ohio central stations held a convention on February 25th, at the Elks Home in Toledo, with about 70 delegates in attendance. Among them were also representatives of electrical contractors and manufacturers in the State. Thos. F. Kelly of Dayton, chairman of the "Committee on New-Business Co-operation" presided.

The plan of this body is to hold meetings from time to time in various Ohio Cities to develop a friendly, cooperative intercourse between the electrical selling men, to the end that there may be a free exchange of discussion and suggestion. At the Toledo meeting several papers were presented, each one was marked by a long and interested discussion, in which the varied practices of the different men were brought out and criticised.

H. G. Bonner, of Elyria, presented a paper on "Plans for Securing New Business in Small Cities." E. L. Callahan of the H. M. Byllesby & Company of Chicago, a paper on "Suggestions to Assist Central Station Salesmen to Secure New Business." (Reprinted in this issue). N. H. Boynton, of the National Quality Lamp Division, Cleveland, a paper on "How the Electrical Manufacturers are prepared to Assist."

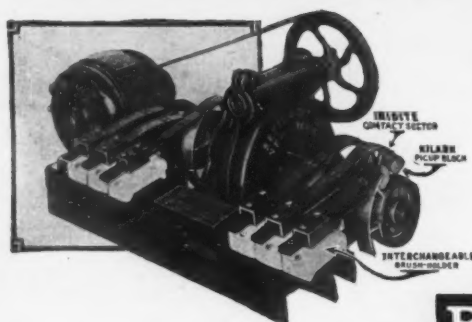
The next meeting is scheduled to be held at Dayton, April 8th. A later session is planned for Cleveland during the week of the Electric Show in that City.

Still Another Betts "Elektrik Klok"



Can you imagine a more attractive display?

The Greenwood Adv. Co. of Knoxville built the dial and hands. Sell "Kloks." They use current



An IRIDITE Interchangeable Contact

Protected by our Patented
KILARK PICUP BLOCK

Is just one of the many exclusive features that have made

BETTS FLASHERS

FAMOUS

COLOR CAPS



Style A
Patented 1905

Were the first and still are the only satisfactory means of coloring signs. They snap on---stay on.

Let us tell you how to properly color an Electric Sign.



Style B
Patented 1912

BETTS & BETTS CORPORATION

Largest Manufacturers of Sign Accessories in the World
254 West 55th Street, New York City, U. S. A.



Buffalo Electric Show

A most successful Electric Show was held in Buffalo at the Elmwood Music Hall during the week beginning March 9th. The Buffalo Electric Show was organized by the varied electrical interests of the City, including contractors, jobbers, manufacturers and central stations. The largest electric sign that was ever seen in Buffalo marked the front of the building, and interior decorations were elaborate and most effective. The Buffalo General Electric Company exhibited a "House Electric" near the entrance of the Show, in which the household applications of electricity were demonstrated. The Cataract Power and Conduit Company, which distributes the energy generated at Niagara Falls, had an educational display which impressed upon the public the superiority of electric power for commercial purposes. The Robertson-Cataract Company occupied the entire west end of the Hall for the display of lighting fixtures, household appliances and supplies.

Electric Sign a Life Saver

P. J. Madden, the guest in a Baltimore hotel, is reported as having saved his life the other day, by using an electric sign as a fire escape. Having discovered the fire and finding himself penned in his room, by the advancing flames he realized that his only chance to escape was by the window, and that was a very risky one. The smoke cut off all sight of him from below, and all he could see was a chain holding up an electric sign and which was fastened to a staple in the wall above.

He made a desperate leap for the chain, and by sheer luck managed to grasp it. He slid down the chain to the sign, and he held on until the firemen raised an eighty-foot ladder and took him down.

Ralph Andrews who has been making a reputation as a commercial representative with the Harrisburg Light, Heat & Power Company, has been transferred to the New Orleans Railway & Light Company.

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

MARCH, 1914

THE NAME THAT CURSES

To call your selling men *solicitors* is a mistake and bad business. The name inevitably carries a curse.

It sounds a small matter for grown men to argue about, this difference between commonly used terms, but it is important. His title is a minor detail in the make-up of the salesman; so are polished shoes and a clean collar; but these things mean all the difference between winning a favorable first impression and starting against an instinctive dislike. We all believe in a gentlemanly and prosperous appearance, but the matter of title has been overlooked and disregarded by a great many central stations; this bad name *solicitor* has endured only because the managers of these companies have considered it of no interest and have given it no thought.

The selling man is hired to get business. No manager, however inattentive to the fine points, would force his men to wear frayed neckties and spotted clothes. He knows that it would count against them. He knows that it would be harder for them to make friends and sell goods. He knows that people would talk about it and criticize the company and himself.

Then why brand the salesman with a name that the public is prejudiced against, a name that carries a stigma?

Electrical Merchandise has ever called the salesman by his right and worthy title. We have consistently argued for it. We were glad indeed to see in the March issue of *The Bulletin*, house organ of the United Gas & Electric Engineering Corporation, an article entitled "Salesman or Solicitor," in which this subject is ably discussed. It makes this telling point, in proof of this popular dislike for the word *solicitor*. How often, it cites, in the hall of an office building or hanging on an office door, you see the stern injunction—"No Peddlers or Solicitors Allowed." There is the thought plain and harsh.

The peddler is an intolerable nuisance to busy men, a pest who is thrown out of an office building, whenever he is detected. And the public rates the "solicitor" with the peddler. Should the central station voluntarily classify its salesmen with the peddlers,

and force them to bear an unwelcome name?

Of course, the word *solicitor* means literally "an attorney, one who represents another in a court of law." But to solicit is given in Webster's Dictionary as "to petition for, to beg, to earnestly entreat, to plead." There is none of this in the work of a salesman!

As *The Bulletin* says, no one ever saw a sign hung up to give the warning—"No Salesmen Allowed." The salesman is welcome the world over, because his business is to sell his goods to people who want them; he is rendering a service that the world recognizes as invaluable, as essential to modern business. The public knows that it takes a good man to be a successful salesman, and such men are respected and welcome.

It is no concern of the central station why the public dislikes the name *solicitor*, nor just what manner of man it is supposed to designate. We simply know that the situation—this prejudice—exists, and for any company to print in its advertising letters—"We will have a solicitor call on you"—just makes that letter carry a bad odor that can and should be avoided. It is just as easy to say—"We will send a salesman who is an expert in this matter."

No one invites a "peddler" to call. No one wants to see a "solicitor" if he thinks he is what his name implies. When a prospect signs a return post card, that expresses willingness to see the so-called "solicitor;" it is because the prospect realizes that this man is not a solicitor at all, but a salesman who knows his business.

It is quite as easy to call the central station selling man by his true title. It relieves him of the burden of a bad name. Call him salesman.

THE CITY'S BEST MAN

On another page of this issue appears an item announcing the election of George B. Tripp as president of the Chamber of Commerce of Harrisburg, Penn. Mr. Tripp is vice-president and general manager of the Harrisburg Light & Power Company, and came to Harrisburg, a stranger, only two years ago.

During the last year or so, hardly a month has passed without similar news from some quarter. A new Board of Trade has been organized or an old Merchants' Association has been resuscitated, to undertake the work of stimulating and guiding the commercial development of the city; and the manager of the local central station has been chosen as the best man for leader. What a tribute and what an opportunity.

It is no small distinction to be singled out as the city's best business man; yet that is exactly what it means. A man is needed with ability and attitude broad enough to insure an administration eager and honest in the interest of all the community. If the central station is popular in all its relations with the people and has been a leader in civic advance, its manager has proved himself of proper timber and training, and the

public is not slow to recognize and respond.

If any central station salesman needs encouragement let him look at these two things—the number of general managers who have been made of late through promotion from the selling staff, and the number of these good, far-seeing business men who though managers of local utilities and in obvious position to benefit thereby, have been chosen as leaders in community effort. The work today holds a future worth, the best that is in any man.

THE SELF-CONFESSED PROSPECT

The other day a return postcard came back to a central station bearing this inscription—"Wholesale houses do not need electric signs." A salesman was sent at once to see the prospect and respectfully present a long list of names, every one of them a wholesaler who believes in electric advertising and maintains an electric sign.

The prospect was surprised. He had not appreciated that the electric sign offered him any real value, nor had he realized how extensively it had been adopted by other wholesale houses. He had written his message on the post card with all sincerity, but he admitted to the salesman that he had been overlooking an opportunity.

The biggest obstacle to the universal use of electric advertising is the habit of considering the *sign* itself, instead of the *principle*. If a manufacturer or a wholesaler, or any other business man has a painted sign on his building, particularly a sign larger than is necessary for the bare purpose of marking his office door, he is already a self-confessed believer in sign advertising. If a sign of gilded wooden letters surmounts the roof of a factory building, it shows that the manufacturer wishes to let the public know where he lives, how big his plant is, and to recall his name and product to their attention. If the firm name is painted on the brick wall of the building, there is your proof that the firm is eager to attract the attention of the passing public.

No man, whose name appears large on his building, can say—"We don't need an electric sign"—and it is well for the salesman to make this point clear and convincing at the outset. Your man is already committed to the principle. He believes in the policy of advertising by sign, or he wouldn't have a day-sign. It remains for the salesman to show him the greater value of a sign that talks by night as well.

It is easy enough to prove the greater influence of the sign that reaches the public in the evening hours of relaxation. It is easy to prove the greater value of the electric sign that reaches further and gives a larger advertising circulation. The comparison is so indisputably in his favor that the central station salesman should make greater use of it. When the prospect admits himself already a believer in the principle, he can not deny that he would be benefited by the greater power of electric advertising.

The Gentle Art of Losing Friends

Being an Incident Related to Me Recently—And Reflections Thereon

By EARL E. WHITEHORNE



HIS story was told to me the other day by a man I have known for many years. He lives in a suburban town that is served by the central station in the nearby city. He knows nothing about the central station game, but has been in the railroad business and, therefore, is apt to remember that the public utility is often not as black as public impatience would paint it.

It seems that like most of the rest of us, he neglects his household bookkeeping. Once in a while the small checks do not get drawn on the first of the month. Sometimes several electric light bills will come in before he pays them, in which case he naturally expects some sort of a reminder from the company. And if the collector calls, he knows that the fault is his own and feels no resentment. We all admire good business methods, and collecting the money is one of them.

The other day, he told me, in came a notice that two bills were unpaid and "Please remit;" there was a bill just received, and the previous month's bill, now about 35 days old. So my friend Curran, (that name will do) drew a check, and put it in his inside pocket to mail at the office next day. But he forgot it, and carried it around for three days.

That morning the telephone rang. Mrs. Curran was on the wire, much agitated, and he learned that she had been having a most unpleasant experience with a collector from the electric light company. "Will you please talk to him?" she said. And here is what had been happening.

Soon after breakfast a young man had called and asked for Mr. Curran, then for Mrs. Curran. He was a first rate example of the genus "Human Shrimp," one of those men who look small from every angle and intensify the irritation of it by wearing a misplaced eyebrow on the upper lip and a disagreeable expression all over. In short, he was just the type of man who should never be collector for a central station that wants to keep its friends.

Mrs. Curran came down and said "Good morning."

"I'm from the Electric Light Company," said the Shrimp, "You owe eight dollars—two months. I'd like the money."

Mrs. Curran told him that she had seen her husband draw a check for those bills several days previous and was quite sure they were paid.

"All right," said the Shrimp. Then added, "Have you a telephone? May I use it?"

Mrs. Curran quite unsuspecting, said, "Certainly." Whereupon, the Shrimp deliberately called up his office—a toll message, by the way—and in a very impertinent manner, reported that the "Lady" claimed that the money had been sent—and was it so? He got his answer and turned to Mrs. Curran, with an air that said,—"There! I've proven you a liar!"—and informed her that the bills had *not* been paid.

By this time, the "Lady" was registering about 23 pounds on the gauge, with the safety valve held down, and she asked, "Well, what do you intend to do about it?"

"You say you won't pay it?" said the Shrimp, by way of being diplomatic.

So Mrs. Curran phoned her husband, who talked to the collector, as he fished that

check out of his coat. He talked gently to the Shrimp and got his name, not wanting to incite more trouble at the other end. But when the Shrimp hung up, he started to argue in an impertinent manner and Mrs. Curran quite properly ordered him out.

Now, this may seem like a lot of words about a very trifling incident. But follow it through, and see what happened.

Curran told me that he knew the lighting company would not countenance this kind of behavior on the part of any employee, and he considered it only square, to drop a line to the manager and tell him what had happened. He did so and was well pleased to receive in return as frank and courteous a letter as any man could write, repudiating the action of the collector, expressing regret and thanking Curran for his kindness in going to headquarters. Moreover, on the second day following the offense the agent from the local office called upon Mrs. Curran, apologized in person and assured her of the good will of the company and its sincere desire to give courteous service.

So Curran and his wife are now entirely appeased and more friendly to their central station than before. But on the day of the Shrimp incident, Mrs. Curran, still indignant, told the story to her next door neighbor, who related a very similar experience she had had with the same collector shortly previous, which had culminated in her ordering the man out of *her* house and telephoning the office that he would not be admitted again. So these two ladies quite naturally related their combined stories, that afternoon, to over twenty other housekeepers who were assembled at a card party, and all hands took a crack at the lighting company and related the circumstances to their respective husbands that night.

The pity of it!

Here we have a modern central station, with modern methods, and an eager desire to build up a strong asset in popular good will. There is a large and competent staff of salesmen who are trying in every way to make friends and turn them into customers. Whereupon, the collection department through the careless selection and inadequate training of its men, carries on a steady pressure of irritation and trouble making. For verily, one insolent collector can undo the work of ten good salesmen.

The collector has a mean job, and yet it needs a good man, for there is more profit in keeping an old customer than in gaining a new one and spending money to connect him up. It is hard to secure good, broad, courteous and diplomatic men to do collecting, because the good men want and win better jobs; but it is too dangerous to risk the work in the hands of a Shrimp.

The good salesman wins friends, one by one, but the bad collector loses them in bunches. Without the slightest thought of doing an injustice, Mrs. Curran had spread the news of her bad treatment, among twenty households. In the majority of these homes, the episode was taken as further proof that corporations have no souls nor manners. And I doubt if two of these people ever heard that proper apology had been made, that the company had proved its sincere regret, that the Currans were well pleased and more friendly than before, and that the incident should be forgotten by all hands. For the tale is told under

stress of emotion and in anger but when the clouds are blown away, the whole affair is out of mind and never mentioned.

It is unjust, of course, that when the offense is told, the apology should not be reported also, but it is quite natural, unavoidable and inevitable; it is a factor that the central station must bear in mind. And if it pays to train the salesman; surely it is imperative that the collector be carefully schooled and closely watched, lest he indulge himself in the gentle art of losing friends.

The Electric in Mail Service

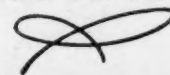
The Postal Transfer Service, Inc., of New York City which handles all mail transportation south of 42nd Street has decided to use electric vehicles for this work exclusively, and to displace the gasoline trucks they now possess. This firm is now operating 80 two-ton and 20 one-ton gasoline trucks. Twenty of these trucks are to be retired and supplanted by twenty electric trucks, recently purchased from the General Vehicle Company, electric trucks having demonstrated their superiority to all other methods of transportation.



**"American"
Beauty
Electric Iron**

**The Best
By Ironing-Board
Test**

**GUARANTEED FOR
ALL TIME**



American Electrical Heater Company

1335 WOODWARD AVE.
DETROIT, MICHIGAN, U.S.A.
OLDEST AND LARGEST MAKERS



Success in an Appliance Campaign

"TALKING POINTS" *vs.* PRACTICAL SERVICE

❑ OHIO-SIMPLICITY Suction Sweepers are not encumbered with "talking points."

❑ They are built for practical, continuous, satisfactory service.

❑ It is our idea that service is what the Central Station sells—electric service and appliance service.

❑ It is our idea that an electric toaster on the pantry shelf or an electric sweeper behind the coal bin is not doing the central station a whole lot of good. The only appliances that are worth bragging about are the appliances that keep the meter turning every day of the week and every week of the year.

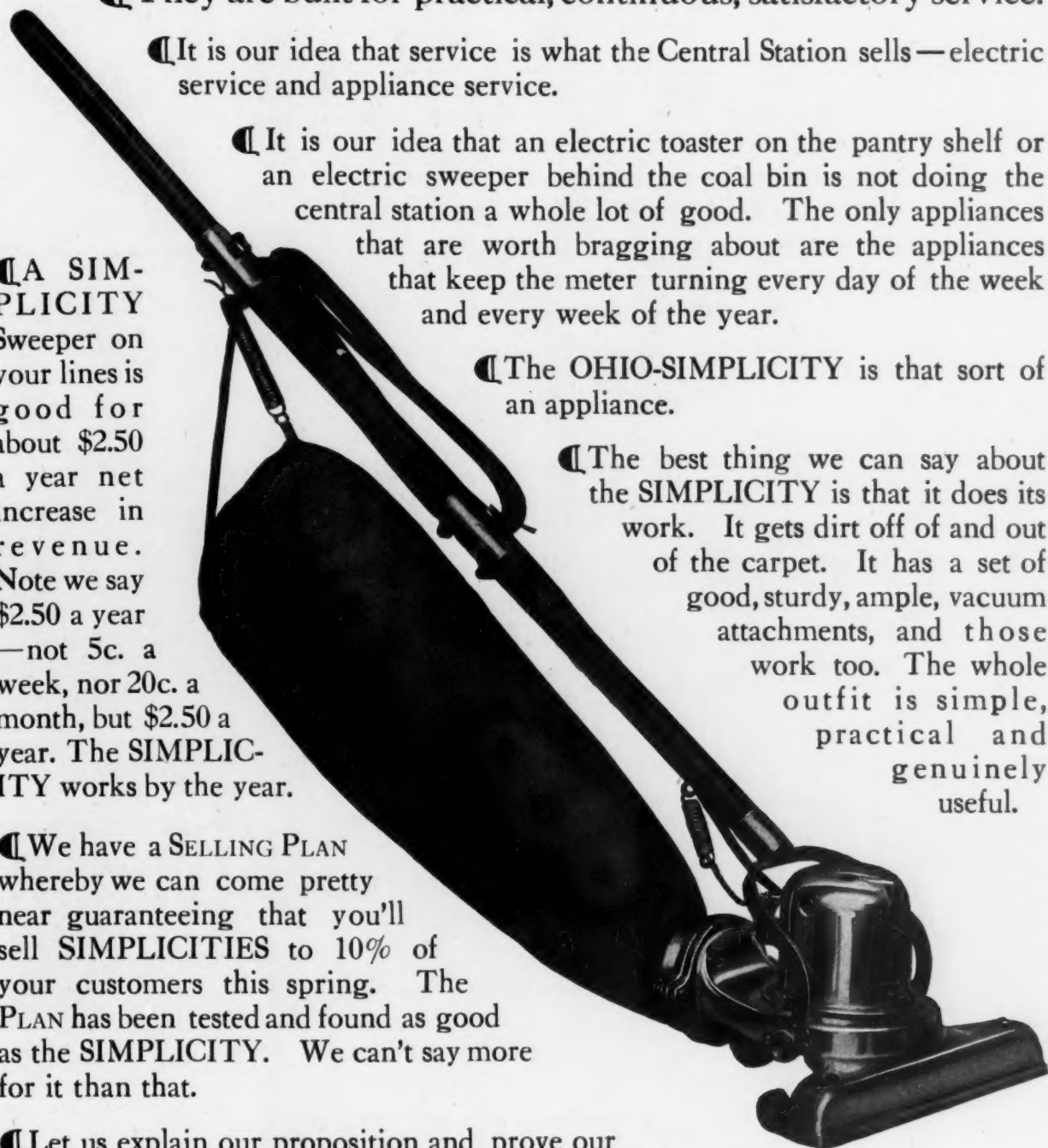
❑ A SIMPLICITY Sweeper on your lines is good for about \$2.50 a year net increase in revenue. Note we say \$2.50 a year—not 5c. a week, nor 20c. a month, but \$2.50 a year. The SIMPLICITY works by the year.

❑ The OHIO-SIMPLICITY is that sort of an appliance.

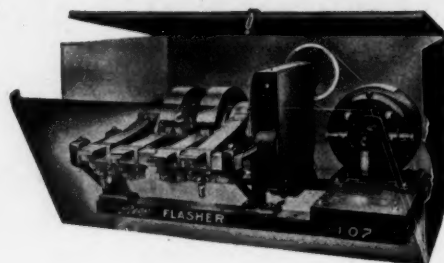
❑ The best thing we can say about the SIMPLICITY is that it does its work. It gets dirt off of and out of the carpet. It has a set of good, sturdy, ample, vacuum attachments, and those work too. The whole outfit is simple, practical and genuinely useful.

❑ We have a SELLING PLAN whereby we can come pretty near guaranteeing that you'll sell SIMPLICITIES to 10% of your customers this spring. The PLAN has been tested and found as good as the SIMPLICITY. We can't say more for it than that.

❑ Let us explain our proposition and prove our case—not by "talking points," but by the practical service we have rendered other central stations and which we can duplicate for you.



The Wise-Harrold Electric Company
New Philadelphia, Ohio



WE WIN!

All of the legal rights appertaining to RECO Color Hoods were unqualifiedly sustained by the U. S. District Court, Southern District of New York, in a decision rendered by the Hon. Judge Hand on March 10, 1914.

The superiority of Hoods over Caps was clearly shown from the standpoints of design, utility and practicability.

Further, the RECO Patent covers a valid and meritorious construction.



A tasty touch of color revives any sign!

RECO COLOR HOODS

"The only successful Solution of the Color Problem."

Slip on easily—no trouble in detaching.



REYNOLDS

ELECTRIC FLASHER MFG. CO.

Manufacturers of RECO Flashers, Motors, Reflectors, Time Switches and Color Hoods

MAIN OFFICE AND FACTORY

422-428 So. Talman Ave., Chicago

EASTERN OFFICE

1123 Broadway, New York



Selling Flatirons In Harrisburg

How the Electric Flatiron was Kept Before the Public Eye

Mr. Robert M. Hoy, commercial manager for the Harrisburg (Pa.) Light & Power Company tells an interesting story of the selling of 1,057 electric flatirons by that company during the season of 1913.

"We started out early in the year with the purpose of selling 1,000 irons," he says. "This amount was placed high in order to get every one concerned in the campaign enthused to the point where it was necessary to dig and dig hard every day in order to reach the goal. This amount was believed to be very high, because the previous year we thought we put forth all our efforts on a campaign and only succeeded in selling 600 irons.

"Two young men were employed to canvass and were placed under the supervision of one of our solicitors. They immediately began a house-to-house campaign, leaving an iron for a period of ten days for trial purposes and at the expiration of the trial period, purchase could be made at the price of \$2.50 cash; or on the installment plan the price was \$2.75, paid 50 cents down and 25 cents a month until the entire amount was paid.

"We did everything to advertise this sale of electric irons and make the electric iron a household word in every home in this city. Several weeks before Decoration Day we decided to hold a 'Rollermobile Race' for boys between the ages of 9 and 14. The newspapers gave us news writeups every day, and we called upon the Principals of the various schools in the city, and from them secured the names of three boys whom they thought would be very active in giving the race publicity and at the same time secure a number of boys in their neighborhood who would be willing to enter a contest of this kind. Prizes were offered for the winners, and these prizes were placed in our show window about a week before the race was pulled off. On the day of the race we had Front Street, one of our principal residential streets, roped off and a number of policemen were stationed along the route to keep the sightseers and vehicles off of the street. Thousands of people witnessed this race and I can truthfully say it was one of the best stunts, as well as one of the best advertising mediums, that Harrisburg ever witnessed. This race was called the 'Electric Iron Rollermobile Race' and every boy in this city, as well as the grownups were just full of enthusiasm.

"We then organized an 'Electric Iron Base Ball Club' among our employees. This again gave the electric irons wide publicity, due to the fact that all the newspapers gave us writeups. Practices were held almost every afternoon but I am sorry to say that the idea had to be abandoned, due to the fact that we were so busy in all departments and the men who were finally picked to play on the team were taken from the meter and construction departments at a time when they were mostly needed, and these departments were being badly crippled.

"We advertised on the back of our bills and all our newspaper advertising which was not directly on the use of electric irons had a small electric iron cut on the corners. At any rate, we finally wound up the year by passing the goal by 57, making the total sale of electric irons for the year 1057. And, averaging the use of these irons for six months in the year, at the low price of 50 cents each per month, or \$3.00 per year, it assures us a revenue for our work of \$3,171.

"We are starting another iron cam-

paign for 1914 and have every reason to believe that our sales for this year will equal those of last; and if it is possible, we expect to go beyond that mark."

An Exposition for Cleveland

The Electrical League of Cleveland is planning to hold a large electrical exposition in that city next May, the show to be in progress from the 20th to the 30th. Committees are already at work and prospectus, applications and floor plans are distributed. During the first week alone over 50 exhibitors were secured; the exposition therefore is an assured success. One-half the floor area has been definitely sold from the outset.

The exposition will be held in the Coliseum. The building, located on East 13th Street, just north of Euclid Avenue, is in the heart of Cleveland and easily accessible from all parts of the city. A pretentious decorating and lighting scheme will make the exposition attractive both day and night.

A publicity campaign in connection with the exposition will scatter broadcast facts and figures and stories to advertise the exposition and the individual exhibitors. It will be an educational campaign designed to extend and strengthen every phase of electrical trade in Cleveland.

Cleveland is essentially an electric city, as a natural result of the many manufacturers of electrical materials located there, and the people of the town are thoroughly interested in electrical matters. Cleveland's first exposition will be well worth watching.

Thurston Owens has resigned as the general manager of the LaCrosse (Wisc.) Gas & Electric Company.



Renting Vacuum Cleaners by the Month

By ROY G. MONROE,

Denver Gas & Electric Light Co.,
Denver, Colo.

Many people who cannot reconcile themselves to the purchasing of a cleaner outright are willing to pay out a little money every few weeks for the hire of one. Taking advantage of this attitude of mind, our company sells cleaners to such people under a plan as follows: The consumer signs an order form headed, "Lease of Appliance," which as a memorandum of the agreement stipulates that the company is to furnish the specified appliance for three dollars a month rental, and furthermore that when a specified number of monthly rentals shall have been paid, a bill of sale is to be given to the consumer.

After "renting" a machine to a man on the above basis, we always call his attention to the fact that if he decides at any time during the first month to pay cash outright for the cleaner, we will discount the specified gross rental price two dollars.

We follow the same plan in selling many other electric appliances such as washing machines, or indirect lighting fixtures.

Joseph E. Montague vice president and general manager of the Buffalo & Niagara Falls El. Lt. & Pr. Co., has been elected president of the Niagara Falls Board of Trade.

Every Week in Over 70,000 Homes

Thor Electric

HOME LAUNDRY MACHINES

Are Busy Washing Clothes and Turning Meters

No other appliance gives the consumer more actual service and satisfaction—immediately and permanently. It saves so much time and work that the housekeeper is eager for more electric labor savers.

We know of thousands of cases where the "Thor" has come first and a sweeper and other appliances have soon been purchased. Complete electric service follows the "Thor." It is easily sold and stays sold.

We will place a "Thor" in the home of any responsible party named by you for

15 DAYS' FREE TRIAL

Full information regarding our valuable co-operative, selling plan and deferred payment proposition sent on request.



Equipped with two-roll reversible wringer

HURLEY MACHINE COMPANY

CHICAGO, 520 W. Monroe St.
LOS ANGELES, 3rd and Main Sts.
TORONTO, Atlantic and Liberty Sts.

NEW YORK, 1015 Flatiron Building
SAN FRANCISCO, 523 Mission St.

A Denver Letterhead

This special letterhead is being used by the Denver Gas & Electric Light Company for all advertising letters used in their house-wiring campaign. The design is printed in two colors, black and orange, with a very striking effect, and carries the two thoughts straight beyond misunderstanding.

Another interesting ad recently distribut-

Welding Set Restores Light and Power Service

An electrical welding set that is installed in the Erie Railroad Shops at Hornell, N. Y., was recently the means of restoring full electric light and power service to that city after it had been badly crippled for about two weeks. This state of affairs was due to the breaking of a large crank of one of the

delay of sending the crank, which is a monster in size, out of town.

It was suggested that the Erie Railroad Company do the job as their local shop is equipped with the most up-to-date machinery obtainable, including an electrical welding set. The Erie undertook the work and in about a week had made the necessary repairs with their Siemund-Wenzel Welding Set. This apparatus employs the electric arc process to create the high temperatures necessary for fusion, getting the current from their Crocker-Wheeler motor generator set.



Brilliant Electric Light
is the Heart's Desire

(To Owners or Agents)

Rest Signs Come Out
When Electric Light Goes In

DENVER, COLO., January

Lyons & Johnson,
1020 - 15th St.,
Denver, Colorado.

Gentlemen:

There are many signs of renewed business activity and, of course, the demand for desirable modern homes is sure to be brisker.

It is probably needless to repeat what you hear every day -- that it is easier to rent a house that is wired for electricity. Electric light has become a necessity. It is no longer a luxury.

Many people are under the impression that you have to almost tear a house to pieces to wire it. We wish to assure you that you will see very few signs of mess while the wiremen are doing their work. Wiring a house is a very simple matter and takes very little time.

The cost is very small and you may pay a little down and a little each month thereafter if you desire easy terms.

Our wires are in the rear of your property at and connections can be made without delay.

Will you please send the enclosed postal if you are thinking of making improvements in your properties?

Very truly yours,

Commercial Manager.

ed by the Denver Company was used in the sign campaign, a mailing card, printed in red and black and reading as follows:—

"Nearly 60,000 people crowd the Great White Way of Denver Every Night.

"If you will take the trouble of counting the number of people who pass the intersection of 16th & Curtis Street on a night when the weather is fair, your count will total in the neighborhood of 60,000 people. We made several counts recently with automatic registers between the hours of 6 p. m. and 12 p. m. and found the average to be 58,945. Remember these are winter nights. In warm months it is certain the number would be near 70,000.

"Electric display made Curtis Street the Great White Way. The lavish lighting brought the moving picture houses to Curtis Street and now the lights and the pictures form a double attraction. The advertiser in the vicinity of Curtis Street can reach many thousands of people with a lighting display. All of these people can be reached at a very low cost. Tell us where you want your sign located and we'll tell you just how many people it will reach daily. If you won't accept our figures we shall be glad to make a count under your supervision. Call Main 4000 and let one of our representatives talk to you on this matter. Let him show you circulation figures for electric signs.

"Our electric Advertising Department will be glad to prepare sketches for you."

engines installed in the power house of the Hornell Electric Company.

The Hornell Electric Company's management was unable to repair the machine without going to the trouble, expense and

Lectures on Public Utilities

Central station men should watch the course of lectures on public utilities being given at the West Side Young Men's Christian Association, New York City.

The committee has selected a list of speakers who will talk on electric lighting and power, traction, gas and telephone companies and their relations to the consumer, the State and the investor. Lectures will be given every Monday evening for ten weeks commencing March 2 and lasting until May 4.

Frank A. Vanderlip, president of the National City Bank, is among the first on the list of speakers. His subject will be "The Financial Requirements of Public Utilities."

Following Mr. Vanderlip, Gov. Cox will speak on "The Future of Public Regulation of Utilities;" Arthur Williams will speak on "Municipal Ownership of Public Utilities;" Harry Butler on "The Result of Regulation of Public Utilities in Wisconsin;" Francis T. Homer of Betron, Griscom & Co. on "The Public, the Investor and the Holding Company;" Howard Elliott will speak on "Treatment of Public Utilities by the Public to Secure the Best and Cheapest Service," and Samuel Insull on "The Centralization of Power Supply."

There is unquestionably a growing popular interest in the broad subject of public utility and it offers an opportunity that the central station should eagerly pursue. If there is a course of lectures in process in your town this season one of them should be given to this subject. A broad talk on modern utilities, with lantern slides covering all phases of the subject, would be intensely interesting and surely of great value to every public service participating in the life of the community.

OUTDOOR ADVERTISING EVERYWHERE

The O.J. Gude Co., N.Y.

Originators of Spectacular Electric Sign Advertising, and of the
"Great White Way," New York City

Owners of Electric Moving Sign U. S. Patent No. 648,677



Monthly Bill Calculator

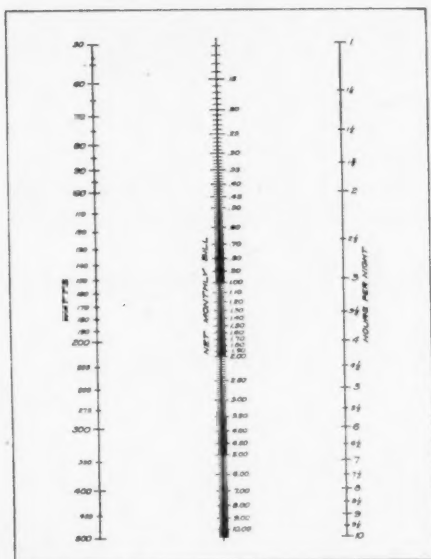
By L. M. KLAUBER,
Engineer Record Dept., San Diego Consolidated
Gas & Electric Co., San Diego,
California.

In the selling of electrical energy or appliances as in the merchandising of other lines, quick and accurate answers to the queries of the buyer are essential. Often the attention and interest of a prospect are lost while the salesman makes a brief calculation with the stub of a pencil on the back of an envelope.

When working in rural districts or other territories not previously served, wherein the people are more or less unfamiliar with the cost of using electrical energy, solicitors must be prepared to give more concrete figures than the mere quotation of rates and the consumption of appliances. A quotation in cents per month is far more enlightening to the average prospect than one involving kilowatt hours or rating in watts. The future consumer usually puts his question thus: "How much will it cost me a month to burn such and such a light (or appliance) if I use it on an average so many hours per night?"

A chart similar to the one below may be worked out for the rapid solution of simple problems of this nature for any given rate per kwh. The example given herewith is based on a rate of 8 cents per kwh., less 10 per cent discount, the net bill being shown. It is also based on a 30 day month.

This chart is founded on the well known straight line diagram. Rectangular co-ordinates or tables may be used but these are usually more cumbersome. Charts for the solution of power and irrigation problems can be evolved to suit special conditions, and will be found very useful.



Lay a ruler, triangle, cardboard or other straight edge across the proper points on the two outside lines and read the answer at the point of crossing of the straight edge with the center line. If the watts connected exceed 500, take the point corresponding to one tenth the total watts and multiply the answer by 10.

Chart is based on 8 cents per kwh. rate with 10 per cent discount, and thirty day month.

R. L. McLellan, formerly with H. M. Byllesby & Company, Chicago, has been appointed sales manager of the Merchants' Ht. & Lt. Company, of Indianapolis.

Electric Doughnuts Free

One of the features of the Third Annual Woman's Industrial Show and Housewives' League Exhibition held recently at the Grand Central Palace, New York City, was the exhibit of the New York Edison Company. The electrical exhibit included a model kitchen and dining room. The kitchen was fitted up with an ice box kitchen cabinet, an electrically heated boiler, several of the best type irons, a washing machine, towel dryers and an electric range. The dining room was furnished with such electrical apparatus as chafing dish, percolator, toaster and a vacuum cleaner. The dining room lighting was particularly attractive.

Real just-like-mother-used-to-make doughnuts were cooked by electrically generated heat and the sizzling brown cakes were served to the visitors at the show.

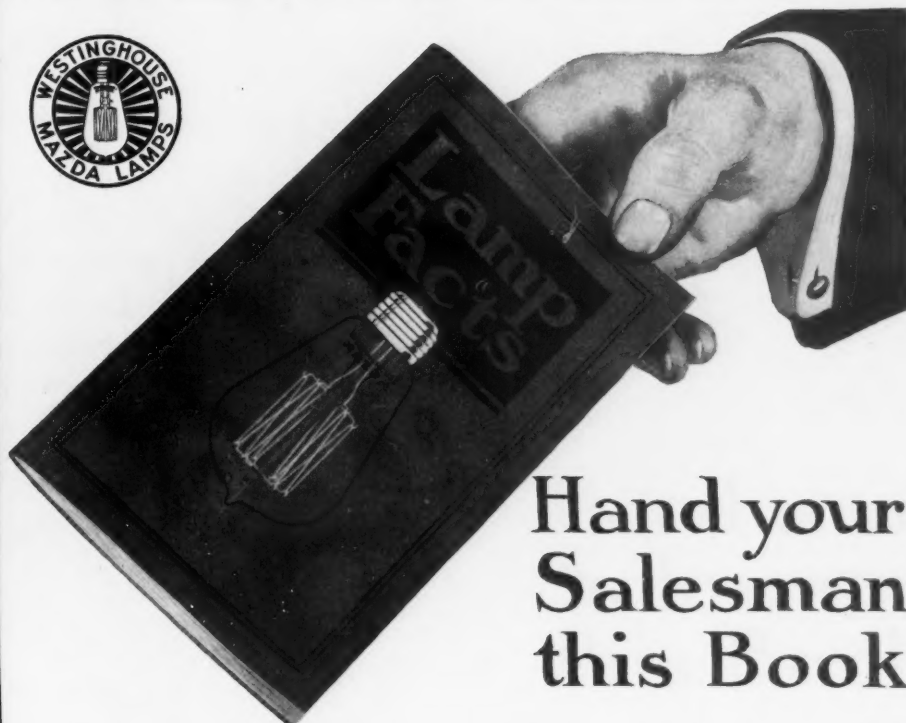
Liverpool Babies Drink Electrically Sterilized Milk

It is reported from London that milk sterilized by electricity, the microbes being killed by electric shocks, is being supplied from the Liverpool Corporation's milk depots to about 1,000 babies daily.

The new process was devised by Alderman Anthony Sheldermine, Chairman of the local Infant Life Preservation Sub-Committee. One advantage claimed for the process over sterilization by steam is that the milk tastes the same as when it leaves the cow. Strict tests show that any tubercular or other contamination is removed.

A current of electricity of high voltage is passed through the milk.

During the last ten years many thousands of infants have been fed from Liverpool's milk depots.



Hand your Salesman this Book

A book written for the non-technical salesman, giving all the fundamental facts in the selling and manufacturing of incandescent lamps. A book that will enable any salesman to easily acquire a large amount of useful information to help him in successfully selling lamps.

It is free for the asking. Just another example of

Westinghouse Mazda Co-operation

Co-operation with you all the time to increase the use of electricity and lamps.

Our advertising helps include everything from folders and signs, to the assistance of an organized advertising department, in writing and planning your own advertising.

Our salesmen are men well qualified to confer with you on sales matters. They are always ready to help you.

Send for a copy of "Lamp Facts" to-day.

Westinghouse Lamp Company

Offices throughout the country

Factories, Bloomfield, N. J., New York, N. Y.

General Offices, 1261 Broadway, New York, N. Y.

Member Society for Electrical Development. "Do It Electrically."

A Quick Connection Device

A New Electric Service Wall Cabinet Introduced in New Orleans

By W. E. CLEMENT,
Commercial Agent, New Orleans Railway and
Light Company.

We are having considerable success, here in New Orleans, in introducing a new quick-service proposition that is based upon an "electric service wall cabinet" that has recently been put on the market. As shown in the picture the cabinet embraces in a single unit a service connection with moulding, cutout, switch, meter, push button main switch, push button flatiron switch, pilot light, Mazda lamp, cord bracket and connection for flatiron or any device that may be substituted. We are offering this device in connection with electric irons and appliances to unwired houses where the owner will not wire, and the tenants do not care to go to the expense of installing wiring in buildings not owned by them.

The pilot lamp attachment and bracket appeal strongly to the housewife and by the

expecting quick and immediate results from this unusual sales plan.

Our men handling this proposition are all very enthusiastic, and report that in two cases they have had "repeat" orders from relatives of those who had already bought. In three cases, the wiring up of the entire premises followed a week's use of this novel device, a situation which of course is very much to be desired.

So far we have done practically nothing in the line of expensive advertising or circularizing, feeling that in order to get results we must go direct to the unwired homes and "show them." And when we take into consideration that in all the older cities, 80 per cent of the houses are still unwired, you will readily see the import of this really new method of getting business.

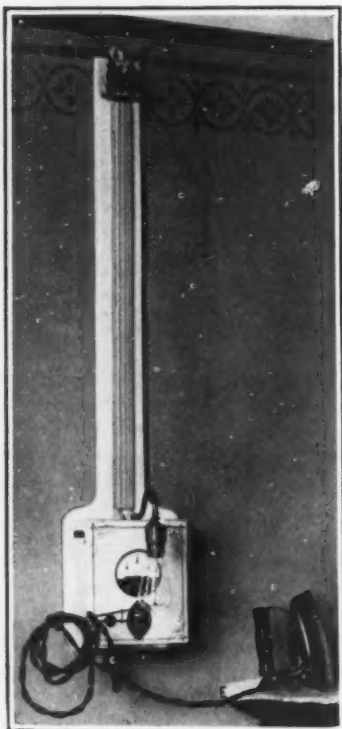
Cutting Ice by Electricity

In Worcester, Mass., the Walker Ice Company has installed two gangs of motor-driven ice saws to displace the old laborious and expensive hand-saw method with a

result that the services of 20 two-horse teams and 40 men were eliminated and the crop marketed more speedily. This last is a most important factor as it makes it possible to cut the ice and store it at the time of greatest thickness.

Circular saws are driven at a speed of 400 r. p. m. on a shaft belted to a 35 horse power motor. Cakes of ice 12 ft. by 18 ft. are sawed and floated under the gang saws, and then turned 45 degrees and run through again in the opposite direction, producing standard cakes of ice which then are poled away to the elevator. The equipment is effecting a handsome economy in the winter's harvest.

Mr. G. T. Fisher has been appointed commercial manager for the Birmingham Railway Light & Power Company. The organization has recently been considerably revised under the management of the United Gas & Electric Engineering Corp., and the Company plans extensive alterations in its office and display rooms.



time summer is ushered in, we expect to take on several thousand new customers with the aid of this device, supplemented by the now almost universal desire for an electric fan in hot weather—for which this device is particularly suited. Our appliance men seem to have no trouble whatever in putting them out at the rate of three or four a day.

We are just developing a plan which we are putting into effect this week, which we believe will sell not less than eight or ten ironing outfits each day. A wagon loaded with this number of cabinets, will be sent out along streets where the conditions are right, with two men on board in addition to a driver. A canvass will be made of every unwired house, offering to install the outfit for free trial and these men will make the installation then and there, as far as the cabinet and iron are concerned—to be followed by the service man who connects the overhead line either the same day or the next morning. The ease and cheapness of connecting this outfit alone makes this practical and from our experience we are

Packard TRANSFORMERS

have been leaders since pioneer days and Packard Insulation including Insulating Cloth, Tapes and Varnishes.

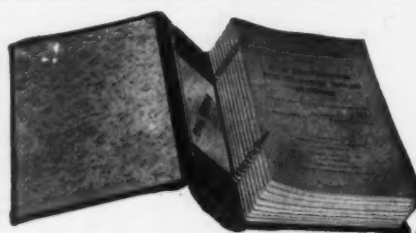
EXPLAINS WHY THEY LEAD

Our Circulars give other reasons.



THE PACKARD ELECTRIC COMPANY

319 Dana Ave., Warren, Ohio



Bind Your Copies of
Electrical Merchandise

with a

BIG BEN BINDER

It's the best way to keep your sales suggestions handy for ready reference.

The simple, strong mechanism of the Big Ben makes it only an instant's job to insert and lock the issues so that they will not work loose or uneven. Opens flat to every page. Durable buckram binding.

We carry the Big Ben Binder. The price is only \$1.25. Order NOW from

THE RAE COMPANY

17 Madison Avenue

New York



Big Sales Follow Slogan Sign A Manufacturer's Campaign of Advertising Supports Central Station

From Toledo, Ohio, come some interesting facts bearing on the selling influence of a slogan sign. As soon as the big civic display was installed in Toledo and very much in the public mind, the Valentine Electric Sign Company of Atlantic City began a cooperation sign campaign, a series of large newspaper advertisements which were fol-

lowed up by T. E. Valentine personally and the regular staff of the Toledo Railways and Light Company.

home,' the Federal Household Power Table will perform practically all the operations necessary in the preparation of food formerly done by hand. It does them quicker and better.

"It is absolutely sanitary. It handles the food much more cleanly than the human hands ever could do. It is hardly necessary to touch the food with the hands."

"From freezing ice cream to chopping mince meat it saves time and labor and doubles the capacity of the cook or general

servant in the kitchen. It will mix cakes, beat eggs, knead bread, grate horseradish, sharpen and scour knives, seed raisins, pit cherries or grind coffee—all in a fraction of the time required by hand processes and do a better job of it."

The following tools and attachments are operated by the power table:—bread mixer, cake mixer, coffee grinder, meat chopper, ice cream freezer, egg beater, vegetable slicer, food grater, knife sharpener, knife polisher.



This beautiful electric sign just ordered to advertise the Huebner product is a Valentine sign.

It has the Valentine Finish, the Originality and Artistic Style That Went Into the Slogan Sign.

The artist's design gives but a faint conception of the completed sign in colors with its flashing effect.

The sign will be 48 in. wide by 60 in. high. It will be illuminated by a series of small incandescent lamps. Over 1000 of these small lamps will be used. The entire sign will be 10 in. deep and will be made of heavy metal.

This sign, at the corner of Summit and Cherry, will be competing effectively for thousands of dollars from other signs.

It Will Be Persistent, Perpetual Publicity

To show their belief in the wonderful power of the Slogan Sign, the Valentine Electric Sign Company has ordered another glowing sign for their new Kentucky Club. This sign will be in keeping with the artistic character of this beautiful club. It will feature the Kentucky State emblem in light, with art glass lettering mounted in a way to make something distinctive—something new.

THAT'S THE VALENTINE WAY

I cannot afford to have a sign that is not a Valentine sign. That is the Valentine standard. The company will make the best in electric signs.

The wonderful creation that people talk about in every part of the country is the Valentine sign. I can do the same for anyone in Toledo. My sign designs are in the Valentine style. I can do the same for anyone in Toledo. My sign designs are in the Valentine style. I can do the same for anyone in Toledo. My sign designs are in the Valentine style.

This advantage of the chance to serve service from the sea.

WHO CONSERVED AND BUILT THE SLOGAN SIGN

Phone Home 7200 Bell 1226 **VALENTINE**

AT SIGN DEPT.

Toledo Railways & Light Co.

MINIATURE ARGUS SIGNS ELECTRIC

Keep Business Moving

Because they can be made to tell a new sales message every day.

Anybody can change the letters which are of channeled aluminum, 3½ inches high, and equipped with Miniature National Quality Mazda Lamps.



Write for descriptive folders.

HARVEY DESCHERE & CO.,
Manufacturers

MAIN OFFICE AND WORKS:
1507 Garden Street, Hoboken, N. J.

BRANCH SALES OFFICE:
50 Church Street, New York, N. Y.

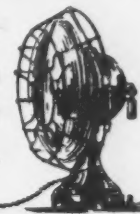
At Home
At the Office
In Any Place



of Business BENJAMIN PLUG CLUSTER

is a great convenience because it gives you two outlets where you have had but one, doubling the capacity of your sockets by doing the work of two. You may attach any other electrical appliance that you wish and burn your lamp at the same time. It requires no extra wiring—you simply screw it into the socket.

For sale by all Electrical
Dealers
**BENJAMINELECTRIC
MFG. COMPANY**
120-128 So. Sangamon St.
Chicago



SMALL Customers on the Con- trolled Flat Rate Basis Pay.

We can get them for you. We are getting them every day for central stations in all parts of the country.

Let us tell you what the Excess Indicator is doing for other central stations.

Nothing to pay for getting a customer till the contract is signed and the first month's revenue is in the bank.

Excess Indicator Company
Westinghouse Building,
Pittsburgh, Pa.

A Small Domestic Power Table

A new domestic power table has recently been put on the market by the Federal Sign System, Electric, of Chicago; and seems to offer just the simple device that the housekeeper has been waiting for. Former power tables have been designed on a larger, more luxurious scale and have therefore been too expensive to be readily saleable. The new Federal device figures less in price than devices that the public has already become accustomed to and offers so many new labor saving efficiencies that it should be immediately popular.

To quote from the Federal Bulletin No. 192:

"In the kitchen, 'the work room of the

COLOR CAP USERS TAKE NOTICE

The recent decision relating to the COLOR CAP PATENT is subject to review and will be reviewed by the Circuit Court of Appeals.

The length to which the present decision goes, can best be determined by an examination of the judge's opinion, copy of which we will gladly furnish upon request.

BETTS & BETTS CORPORATION



A New Chestnut

By L. M. KLAUBER,
Engineer Record Dept., San Diego Consolidated
Gas & Electric Company, San Diego,
California.

The ancient charcoal burner and pan for the roasting of chestnuts at the corner fruit stand should be replaced by the more modern electric grill. It has been found that this appliance is particularly suited to the chestnut trade, the nuts being roasted in the bottom pan and kept warm in the top. The up-to-the-minute candy store, fruit stand or pop corn wagon having central station energy available, will find the neat little grill an attractive addition to the display and one calculated to bring trade in a profitable side line.

Wiring Campaign and Slogan Sign in Danbury

Mr. W. P. Guinan, manager of the new business department for the Danbury & Bethel Gas & Electric Company, says that during the first three weeks of their house-wiring campaign 60 contracts were closed, with a total of about 1,200 outlets. The campaign began on February 6th.

The wiring is done by the local contractors, and the lamps and fixtures are furnished by the central station. With each contract closed a 6 pound electric iron is included. The new customers are given 12 months in which to pay for wiring.

Danbury is the centre of the hat industry in this country. The big Danbury slogan sign now being built by the Valentine Electric Sign Company will be erected near the depot, and measure 40 feet wide and 30 feet high. The display will be a large crown, lamped with the jewel effect, followed by the words, "Danbury Crowns Them All," followed again by the outline of a derby hat. The sign will contain about 2,000 lamps and color caps, and will be presented by this Company to the Danbury Business Men's Association, the company furnishing the current and maintaining the sign.

Byllesby Companies to Boost Panama Exposition

More than one hundred newspapers in cities where utility properties are operated by H. M. Byllesby & Company will advertise the Panama-California Exposition at San Diego in 1915 in connection with the regular advertising of the local utility companies. The Byllesby companies are constant users of newspaper advertising space and each of their advertisements for a period will carry the lines "San Diego Exposition—All 1915—San Diego, California" in a panel at the foot. This is the first time, so far as known where a syndicate operating utilities in various parts of the country has applied such local advertising toward the success of a distant project in which one of the cities served is interested. The suggestion was made by H. H. Jones, manager of the San Diego Consolidated Gas and Electric Company. It will be carried out by 34 Byllesby operating companies serving a population of 1,500,000, without any special or additional advertising expenditure, and illustrates one of the many ways in which the syndicate operation of electric, gas and street railways companies may be made of indirect benefit to the communities served.

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Why Sweep
Like the Cave Men?

Why Wash Clothes
Like the Old
Egyptians?

Why Polish Brass
and Silver as the
Romans Did?

Why go on Ironing
as they Ironed in
Colonial Days?

THIS NEW BOOKLET

Push-Button Comfort

asks the Housekeeper these questions and proves that the electric way is not only better but More Economical.

It tells how to figure the value of electric appliances as *Investments in Efficiency*.

The Best Argument for Electric Home Equipment ever published. Printed in two colors. Lots of pictures.

Use it in your Wiring Campaign.

Here's a Booklet that every Man and Woman who keep house will read and discuss. It speaks plain truth. It convinces. Send one to every home. Write for a sample.

PRICES with your usual imprint	10,000 to 25,000.....	2	cents per copy
	5,000 to 10,000.....	2 1/4	" " "
	1,000 to 5,000.....	2 1/2	" " "
	500 to 1,000.....	3	" " "
	Less than 500.....	4	" " "

THE RAE COMPANY

17 Madison Avenue

Publishers

New York City

"Danbury Crowns Them All"

Here's Another Slogan Sign

Being Built By Valentine

Another big triple overlay Display 54 feet wide and 40 feet high.

First—A richly jewelled Crown.

Second—"Danbury Crowns Them All."

Third—A Gigantic Derby hat in colored lights.

One of most striking, and appropriate electric displays ever created.

This is the Third Big Slogan Sign turned out by the Valentine Plant within the last few months. Three more have just been begun. We'll tell you more about them later.

Valentine has built most of the Slogan Signs in the country. Valentine gives Ingenious, Distinctive Designs—Honest, Brainy Construction—Eager, Broad-Gauge Service—and Fair Prices. That's Why.

Have you a Slogan Sign in Your Town? If not—write to "Valentine—the Sign Builder," for a big sign boom always follows the slogan sign. After the Toledo Slogan was lighted, we sold \$7,000 in signs in one week.

Valentine gets the Business. Write today.

Valentine Electric Sign Company

Atlantic City, New Jersey

